

# The National Underwriter

## LIFE INSURANCE EDITION

FRIDAY, SEPTEMBER 24, 1926

### *What Makes a Company* **GOOD?**

**G**OOD from the standpoint of the agent—from the viewpoint of the assured?

Service, policies, low cost, agency contracts, commissions, all these enter in—BUT when all these have been considered there is yet something lacking.

What is that something?

Isn't it the kind of contact established? The personal relationship, friendly and cordial,

with men like yourself aiming at a common goal.

We think that the personal element is one of prime importance when considering affiliation with any sort of an organization. In Life Insurance, this is especially true.

The Peoples Life, Illinois, believes that it has developed the personal relationship idea to a high point. We invite your inquiry.

**The**  
**PEOPLES LIFE**  
**INSURANCE COMPANY**  
**ILLINOIS**

ADDRESS E. J. COTTER, SUPERINTENDENT OF AGENTS, TODAY

AN old line, mutual life insurance Company with headquarters in the East needs a General Agent for *Providence, Rhode Island*, and surrounding territory where they are now not actively represented.

*Write for  
Particulars*

The Company is strong financially, almost forty years old, and issues unusually attractive policy contracts. The man they want must be a good personal producer who can also organize his territory. The agency contract is extremely liberal and Home Office co-operation excellent.

Y o u r  
c o m m u -  
n i c a t i o n  
w i l l b e

*Address T-23  
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this magazine*

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## NUMBER FIVE

## MODERN CRUSADER SERIES



## EQUAL OPPORTUNITY .

**T**HOUGH featured in fable, the Knights of the Round Table were not figments of the imagination. Even those early Crusaders knew the value of an interchange of ideas and an open discussion of plans. And their table was round so that, at a meeting of men with a common purpose, no one might have a seat of special advantage.

A sound principle and a splendid practice—a commentary, if you please, on the spirit of fair play that made those men and their deeds a brilliant page of history.

And to this day, the same spirit is existing. Nowhere in modern business will you find it more vigorously championed than in the Phoenix Mutual.

Regional conferences, conventions, or staff meetings—wherever Phoenix Mutual men and officials gather—the leveling influence of a common purpose is apparent. Plans, practices, and even company rulings must be right—and fair—when they survive the test of open discussion.

It is that sort of thing—and the Company's policy of standard commission contracts for *all* its men—that makes Phoenix Mutual service attractive to men who only ask that their chance of success be one of equal opportunity.

**PHOENIX MUTUAL**  
**LIFE INSURANCE COMPANY**

HOME OFFICE



HARTFORD CONN.

First policy issued 1852





# Every Interview Counts



*A Policy to Meet Every  
Life Insurance Need*

*A New High Record*

*July 31, 1926*

*Insurance in force*

**\$616,819,393.00**

## Under the Missouri State Life Plan

**A**LL INTERVIEWS are profitable when you can appeal to every personal need of your prospect—Life, surplus and substandard; Accident, Health and Income Accident; Group Life and Group Sickness.

The Missouri State Life multiple plan of life insurance selling offers you three chances of success instead of one—enables you to multiply the results of your daily work and thereby multiply your income.

Prompt action, fair treatment and liberal underwriting rules are our policy.

*A great company daily growing greater!*

# Missouri State Life Insurance Company

M. E. Singleton, President

Home Office, St. Louis

**LIFE - ACCIDENT - HEALTH - GROUP**



# The National Underwriter

## LIFE INSURANCE EDITION

Thirtieth Year, No. 39

CHICAGO, CINCINNATI, AND NEW YORK, FRIDAY, SEPTEMBER 24, 1926

\$3.00 Per Year, 15 Cents a Copy

### SOME DISAPPOINTMENT OVER THE CONVENTION

Atlantic City Meeting of National Life Underwriters Association Did Not Draw Numbers

### MORE DYNAMICS NEEDED

Too Much Attempt Is Made to Feature Luminaries Who May Not Be Engaging Speakers

ATLANTIC CITY, Sept. 23.—Both for those who did and did not attend last week's annual convention of the National Association of Life Underwriters at Atlantic City, it might be interesting to view the meeting in retrospect and to give some thought to the fact that most of the annual gatherings of the National Association in recent years have been disappointing, not only to those who attended them, but to the framers of the programs themselves. The Atlantic City convention was touted in advance as one that would attract 2,500, and probably 3,000, life underwriters, and yet on the opening day only 800 registered. There were not more than 400 at any session on the first day and not more than 1,500 were registered by the final. The registration was, in fact, so disappointing that the Philadelphia committee in charge of this phase of the work would not give out the figures to the newspaper men, or anyone else for that matter, even on the final day. At the all-star producers session, which should have packed the hall, there were only 300 or 400. In other words, local sales congresses have established heavier attendance figures many times in recent years.

#### Surprisingly Small Attendance

The small attendance was a distinct surprise. Everyone felt that the stage was set for a big crowd. There were 500 qualified agents present at the annual agency convention of the Union Central Life, held two days before the National Association meeting. The Guardian of New York and Fidelity Mutual also held their agency round-ups at Atlantic City on the two days preceding the big show and between them brought another 500 agents to Atlantic City. These conventions were held when and where they were so that those attending might stay over for the National Association meeting. But they didn't stay. Of the 1,000 who were present at their own company gatherings, not more than 250 were in evidence at the National Convention.

The delegations from the big eastern cities were small. Philadelphia was out in full force, but New York, Boston, Baltimore and Pittsburgh, from which heavy turnouts might very reasonably have been expected, were meagerly represented. This in spite of the fact that Atlantic City, "America's playground," offers numerous attractions and diversions that cannot be duplicated elsewhere. There must be a very decided

### MANY AGENCY RALLIES

#### NEW YORK LIFE MEN MEET

Several Production Clubs of Company Gather for Annual Conferences

The leading producers of the New York Life throughout the country are now holding their annual conferences, the various clubs of the company having launched their convention season which will continue through until the end of the month. The Top 400 Club, the organization of the leaders throughout the country, held its meeting at Murray Bay in Canada, the second week in September, 276 of the company's star producers gathering for that session. The western division of the 250 Club, those writing over \$250,000 but not qualifying for the Top 400 Club, met at Hot Springs, Ark., last week for a three day conference. The eastern section of the 250 Club is meeting at Asheville, N. C., this week.

#### Home Office Party Present

At each of these meetings the same party of home office officials was present, including: L. Seton Lindsey, second vice-president, Arthur Hunter, actuary and third vice-president; Wilbur H. Pierson, third vice-president; Charles H. Langmuir, third vice-president; Griffin M. Lovelace, third vice-president; Dr. W. E. Hobbs, medical director; William Young, actuary; A. E. Wiese, superintendent of the inquiry division; Robert E. Dedell, assistant secretary; A. E. Mimmee, superintendent of the classification division; J. A. Parker, agency counsellor at Cleveland. In addition the four company supervisors were present at the western section of the 250 Club, these being R. E. Peters of Minneapolis, B. A. Notzon of Kansas City, J. A. Campbell of Chicago and Clark Bell of Los Angeles. The inspectors of agencies were present instead of the supervisors at the convention at Murray Bay, Can.

Griffin M. Lovelace, formerly in charge of the life insurance salesmanship course at New York University, and recently elected third vice-president of the New York Life, made his first appearance as an official of the company at these agency conventions.

The last section of the producers club, the 200 club including the agents writing over \$150,000 and less than \$250,000, has a membership of 2,000 so that a single meeting is not held, but each department gathers the members into regional conventions. This organization which had a membership of 26 in 1907, when first organized, now has over 2,000 members. Of the 18 past presidents of the club, all but 5 are still writing well over \$1,000,000 annually, those five being only slightly below the \$1,000,000 mark. The president of the club this year has set a new record, paying

lack of interest in the annual conventions of the National Association when Atlantic City as the convention headquarters and a program that seemed, on paper at least, to be unusually practical and engaging fail to draw a crowd equaling only that secured by, say, the Buffalo

(CONTINUED ON PAGE 30)

### SUBJECTS ON PROGRAM

#### DISCUSS INTERNAL PROBLEMS

Life Office Management Association Will Hold Its Annual Meeting in Chicago Next Week

Preparations are now being made for the annual conference of the Life Office Management Association to be held at the Edgewater Beach Hotel in Chicago Thursday and Friday of next week. An informal banquet will be held the first evening with dancing and entertainment. Dr. Henry Wireman Cook, vice-president and medical director of the Northwestern National Life, is president. C. M. Cartwright of THE NATIONAL UNDERWRITER will give the welcome address, following which Dr. Cook will give his address.

The subjects for discussion are "Application of Office Machinery to Home Office Clerical Routine, Including Plans for Duplicating Annual Statements"; "Retirement and Pension Plans for Life Companies"; "Organization, Operation and Control of the Stenographic and Typing Departments, Including Correspondence Supervision"; "Anticipating and Measuring Home Office Operating Costs"; "Organization and Administration of Central Filing Department, Including a Consideration of the Subject 'Destruction of Records'"; "Routine for the Collection of Past Due Premiums from Agents"; "Plans for Home Office Operation Which Have Proven Unsuccessful."

The program committee consists of Dr. H. W. Cook, J. G. Parker, Imperial Life of Canada; R. F. Tull, Fidelity Mutual; Harold F. Larkin, Connecticut Mutual; Roy M. Jones, Atlantic Life; Franklin B. Mead, Lincoln National, and F. L. Rowland, Lincoln National.

for \$3,056,375 on a total of 93 applications. This is an average of \$33,000 per policy. The new present is A. Seff of the Knickerbocker branch in New York City. Mr. Seff has been with the company since 1912 and since 1916 has been in the top section of producers, once as department vice-president. Alex Dumas of the Seaboard branch is the new leading vice-president at large, being in close second with a total of \$3,010,508 in paid business. Chris Allin of the New Hampshire branch paid for \$2,010,000. There were eight other vice-presidents who paid for over \$1,000,000, Arthur T. Jarvis of Nashville, Joseph Schwartz of the Manhattan branch, Phillips S. Rosen of the Vanderbilt avenue branch, Mayer Gang of the Greater New York department, Joel Hershman of the Reading branch, Charles J. Morris of the Clearing House branch in Chicago, Charles H. Webster of the Binghamton, N. Y., branch and M. C. Salassa of the Charlotte, N. C., branch.

The central and northwestern departments will hold their 200 club sessions at Winnipeg, Man., next week, beginning Sept. 28 and continuing until Oct. 1. This meeting will be in charge of Robert E. Whitney, inspector of agencies in the central department, and S. O. Buckner of Milwaukee. Over 400 men will be present for this gathering.

### GIVES CLOSEUP OF A REORGANIZED PROGRAM

Gala Celebration of Phoenix Mutual Was Study in Efficiency Methods

### SHOW COMPANY PROGRESS

Success of Businesslike Reformation in This Old New England Organization Was Demonstrated

The Phoenix Mutual Life convention at Hot Springs, Va., last week, which celebrated its 75th year, was in several ways notable in the history of that progressive and interesting organization. For several years companies have been watching the Phoenix Mutual with a special interest because of the advanced stand it has taken on various phases of life underwriting and field work. This convention gave a close-up view and an opportunity to estimate the value and degree of success of the company's program thus far. There have been underwriters who have viewed the Phoenix Mutual's plan somewhat askance, but these have been diminishing in number. It is a safe statement that the Phoenix Mutual stands well out in front in the remarkable progress which life insurance and field work have made in recent years.

#### Underwent Reformation During Long House Cleaning

The Phoenix Mutual started to make a house-cleaning about 13 years ago and it has done it thoroughly. It has been clean-cut and business-like in everything it has attempted. The New Englander is like the old Englishman in the quality which makes the Englishman the best natural underwriter in the world; he doesn't like to do anything on guesswork but becomes a daring operator when he has all the facts. People like to go to New England in the summer time because the New England people themselves are so cleanly, efficient and alert. People throughout the country like to do business with New England companies for the same reason.

#### "Efficiency" Is Justified by Results Achieved

Some people have felt that Winslow Russell was taking on too many "efficiency," "scientific" and "psychological" ideas which have gone the rounds of big business in all lines since this country started on its period of mass production, but this very principle of mass production is what has placed the United States commercially above all the other nations of the world. The old time New Englander used to pride himself upon the fact that he kept about 20 years ahead of the rest of us in analyzing and taking a true measure of the things that were happening. This is today the characteristic New England spirit, of which President Coolidge is such a fine illustration. The Phoenix Mutual in

adopting these up-to-date ideas gathered from every source and applied to the life insurance business again exemplified this typical New England attitude. It has been a pioneer in many things and it is still pioneer; however, it seems likely, and this is merely an outside observation, that it will now settle back and reap the results of the many innovations it has introduced, increasing its present organization rapidly.

#### Had Intensive Training of Field Forces

No body of men have been given a harder course of training than the Phoenix Mutual field force. There were just 400 at the Hot Springs meeting and it was plain to be seen that every man was on his toes and thoroughly in sympathy with the convention keynote, "The Skilled Workman." The work that has been going on in the Phoenix Mutual is somewhat similar to that which George W. Perkins, the first great innovator in field work, introduced into the New York Life years ago. While Winslow Russell differs from Perkins in many respects, there is some similarity, considering the changes in the times.

President Archibald H. Welch is also an interesting official. He and Mr. Russell make a fine team, each supplying what the other lacks. Mr. Welch is somewhat of the Elihu Root type, both in appearance and intellectual make-up. Mr. Root is a combination of the professional man and the executive and statesman. Mr. Welch, the actuary president, makes you think of Mr. Root, the lawyer statesman. Mr. Welch comes of a professional strain. His grandfather was a doctor, the first medical examiner of the Phoenix Mutual. His father was one of the well-known lawyers of Hartford, at one time speaker of the Connecticut House of Representatives. His training has been that of an actuary, to which he has added the rare quality of a tactful, powerful and sound executive. The heads of the English life companies are nearly all actuaries, but not so many of them are business executives nor do they have the sympathy with and grasp of field problems and field men which is Mr. Welch's happy possession. To be a thinker, to love the orderly intellectual process, and yet to adapt one's self to and take a part in the intricacies of a modern sales organization is true greatness. Mr. Welch is unassuming and even retiring but never self-effacing. He can make way for others with good grace and friendly cooperation and when the time comes for him to step forward he is decidedly "there."

#### Organization Well Rounded at Home Office

Backing up these two leaders is a well-rounded home office organization of efficient and carefully trained experts who are furnishing the Phoenix Mutual field force with a most-up-to-date home office service. As Mr. Russell gradually relieves himself of much of the routine of home office supervision he passes it on to "Jim" Whitmore, his right hand man in agency work who will carry much of the burden in the future. Whitmore has now been with the company 23 months, after experience in the field with the Home Life, with which company he had a general agency in New York City and wrote a very large personal business.

The thing that impresses one in the development of one of the standard company agency organizations these days is the extent to which the principle of specialization is carried out. This kind of company does not adopt a new feature or plan without putting a specialist in charge to see that it is properly carried out. Its home office organization is enlarged by the addition of these men who give their whole time and thought to one thing.

#### Explain Advertising Plan Which Is Unique

Take the subject of national magazine advertising, with which the Phoenix Mutual has been dabbling for a number of years and gaining experience; it does

## COMMITTEE IS NAMED WILL BE THE ADVISORY BODY

Vice-President K. A. Luther of Aetna Life Announces Names of Those Representing the Field

In order that the home office and the field may work more closely in harmony in the solution of problems affecting them mutually, K. A. Luther, vice-president Aetna Life, announced the appointment of an advisory committee of general agents. This group of 10 representative general agents is a body that can meet to discuss easily and will express approximately the consensus of opinion of the entire group of general agents. It will have meetings twice a year, the first about March of 1927 and the second a few days before the 1927 general agents' conference. The method of selection of members of this committee in the future will be determined during the year. Mr. Shepard of Hartford will act as secretary during the coming year. The general agents named were Baird of Seattle, Bassford of Grand Rapids, Campbell of Little Rock, Hammond of Los Angeles, Harper of Philadelphia, Hart of New York, Harris of San Antonio, Herrick of Syracuse, Shepard of Hartford, and Whatley of Chicago.

not merely get up good copy and run it in the magazines. A whole system is worked up to get the practical benefits from the expenditure. The Phoenix is likely to show the insurance public something new in the way of magazine advertising for the reason that by careful experimentation and study it has worked out a special method adapted to handling the business created in this way. In the first place its advertisements are tried out first in the New York City territory by being run five consecutive Sundays in the New York Times. If the results in the Times are not good the ads are not repeated in the 14 national mediums that are used.

#### Advertising Is Planned For Direct Results

The Phoenix Mutual proposes to get direct results from its magazine advertising expenditure. Every step has been carefully worked out. The coupon inquiries are sorted out and classified according to whether they were sent in through mere curiosity, or from people who are really thinking of taking out insurance. There is even a special sales talk for curiosity seekers so that these inquiries may not be a total loss. There is a special letter which has proved to be a splendid puller sent out to all those who fill out coupons. There is a telephone follow-up and a letter for those whose names are not in the telephone directory. A special book has been prepared by Bruce Barton, author of "The Man Nobody Knows," and head of the advertising firm which handles the company's advertising, with a special sales talk accompanying it. The coupon inquiry has been changed to include both the business and the home address as it has been found that this is desirable. No detail is neglected. The results so far attained prove beyond question that advertising in the magazines can be made to pay when handled in this special way.

#### Scheme of Policyholders' Meetings Is Explained

Then take the matter of policyholders' meetings or dinners, in which Mr. Russell is a great believer. The ordinary policyholder's dinner might not amount to much, but handled in the way that has been worked out it is bound to prove a big business getter and a creator of "centers of influence." The Phoenix believes that one of the important future developments will be this getting together of the policyholders occasionally in the various communities. Without

## INSURANCE DAY IS SET PROCLAMATION NOW ISSUED

Governor Peay Fixes Sunday, Oct. 3, as the Official Time for Considering Proper Protection

Tennessee always sets aside one Sunday in the fall as "Insurance Day." Governor Peay, in his proclamation this year setting apart Oct. 3 as Insurance Day, suggests that ministers throughout the state discuss the subject in an appropriate manner. The idea of observing Insurance Day originated in Nashville. In his proclamation Governor Peay says:

"Insurance of all kinds has an indispensable purpose and value. Our people should recognize its importance and protect their lives and property. This practice has not originated for any selfish end. Society is vitally interested in its problem of human dependency. It is morally wrong to leave widows and children to public care. Those charged with the support of dependents are guilty of such wrong, whether they leave them to the pitiless ravages of want and destitution. Insurance is the best preventative. All religious organizations are deeply concerned that unfortunates and dependents are not left for their support. This whole question of insurance touches human life at so many points and the protection which it affords is so helpful to the human family in the heavy hours of misfortune and affliction, that it is wise and well that the subject should be brought to the widest attention and treated in its humane and social aspects. Therefore, I am constrained to proclaim this 'Insurance Day' with the suggestion that our ministers discuss this subject in appropriate manner and that the press of the state properly emphasize it and that our people devote due attention to all insurance, believing that substantial good will result."

the proper machinery to develop the ideas, they would be of little value, but when the proper system has been found another "plus" can be added to the Phoenix Mutual's field equipment.

The company rounded out its agency policy at this convention by announcing a plan somewhat similar to the New York Life Nylic guaranteeing a certain old age income in return for length of service, character and amount of business written. The young man, and the Phoenix Mutual field force is made up almost wholly of young men, has something to look forward to during the long struggle upward. The agent does not have to retire at the age of 65; he goes right along to any age he desires but after age 65 his income is assured, based on his average renewal income for the previous ten years.

Although no official statement was made, the company is probably tending towards the branch office system.

#### Many New Features Were Announced

A new policy, the "Retirement Annuity," was announced, particulars of which are given elsewhere. Also, new gross limits up to \$300,000 which the company will write under certain conditions on a single life, and increased double indemnity and disability benefits to certain classes of risks, were also announced at this meeting. Particulars of these are shown in the policy department.

Another new important feature was announced which is believed to be an improvement on the savings bank plan of selling life insurance which has been so popular in a number of cities in the west. A policyholder may make the company directly his savings bank for the accumulation of funds towards the payment of his premiums, thus lessening the load when big premiums are to

## DISAPPROVE THE MOVE THINK ACTION UNWARRANTED

Life Men Believe Advantages in Pennsylvania Advisory Board Plan Were Worthy of Maintaining

During the meeting of the International Association of Life Underwriters in Atlantic City, a number of Pennsylvania life insurance men were asked what they thought of Commissioner Barford having scrapped the agency qualification machinery, so carefully built up by Thomas B. Donaldson during his administration as commissioner of insurance. Without a single exception, all of the men who were questioned expressed themselves as regretting Mr. Barford's action.

#### Cite Sharp Practice

Asked what was back of Mr. Barford's move, the opinion was ventured that a few instances of sharp practice had something to do with it. On more than one occasion, an applicant for license has been examined, and a week or ten days later, after the application had been approved, the applicant would be appointed agent for a company represented on the local examining board, instead of for the company he had originally intended to represent.

However, it is said that these instances of thievery, as they were characterized by one man, were exceptionally rare, and there were not really enough of them to justify Mr. Barford in his summary action.

The Pennsylvania agents do not expect any system to be perfect, and a few cases of abuse, some of them flagrant, necessarily arose under the examining system. However, the good accomplished by the system far outweighed these few instances of wrong doing, in the opinion of those who were asked about the matter.

#### Hope for Reinstatement

The Pennsylvanians expressed themselves as far from believing that the system rendered the insurance commissioner's office nothing more than a rubber stamp, as set forth by Mr. Barford when he scrapped it.

Mr. Barford's appointment does not appear to be any too popular among the life men, at least, and some hope is entertained that when his successor is named that the plan of examining agents before they are licensed will be resumed.

Meantime, according to John William Clegg of the Penn Mutual, a past president of the National Association of Life Underwriters, the responsibility for choosing capable agents will rest solely on the general agents and managers, and if they measure up to this responsibility a great many undesirables and incompetents will be kept out of the business.

be met from any one month's income. This premium deposit contract has passed the insurance departments and the form, also given in the policy department, will be studied with interest by other companies as the difficulty has heretofore been to provide a system which will keep an insurance company from being in the banking business.

Maynard Hazen, vice-president of the Hartford, Conn., Trust Company and one of the directors, told of the advantages of the trust company plan and cited the case of a man who had bought a building for \$325,000 with a lack of ready funds. He gave a \$200,000 first mortgage and a \$100,000 second mortgage and died before these were paid. This was a very difficult estate to settle. There must be trust company in addition to life insurance service in such a case.

Bruce Barton, head of the advertising agency that is handling the Phoenix

(CONTINUED ON PAGE 12)



## RETIREMENT FUND FOR AGENTS IS PROPOSED

Phoenix Mutual Life Announces Details of New Proposal to Pension Workers

### IS EFFECTIVE AT AGE 65

Submits Plan to Provide Old Age Income for Field Men of Long Service

HARTFORD, Sept. 22.—Tentative plans for another pension fund plan are being submitted to Phoenix Mutual agents and to the New York insurance department for approval. The plan as submitted to the agents reads in part:

#### Retirement Benefits

"Each agent operating under our full-time agent's standard contract, who has not received any other compensation for past services other than that provided for in such contract, at any time after attaining the age of 65, provided he has served the company for at least 20 years subsequent to Jan. 1, 1924, will be assured of an income for life from renewals and from a so-called stabilizing fund which (not including first commissions thereafter earned) shall not fall below a certain percentage (50 being the minimum) of his average renewal income during the immediately preceding 10 calendar years, which percentage is based on his length of service and the persistency of the policies written by him, as follows: Three percent for each year of service under the present standard contract before his 65th birthday and 4 percent for each year thereafter, multiplied by the ratio of his policies (paid premium basis) which are continued in force for 10 years (such product never to exceed 100). Those who have served under our agent's standard contract prior to Jan. 1, 1924, will have not only the above 3 (or 4) percent for each year of service under our present contract, but also an additional 1 percent for each year of service under old full time agent's standard contract prior to Jan. 1, 1924.

#### Application Is Automatic

"It is not necessary to choose a date for entering upon the stabilized income. Automatically it will benefit him at the time he needs it and will assure him the maximum benefit which he may attain at any time after 65.

"This plan is adopted for the benefit of those who are working under the present standard agent's contract. It is not meant for the benefit of holders of old contracts, and so we must require 20 years of service under this new contract before the retirement feature becomes operative. Even then we do make some allowance for service under the old contract by allowing 1 percent for each year of service under the old full-time agent's standard contract.

#### Optional Disability Benefits

"For those who have served for at least one year with the company and who are working under our standard form of contract, the company, on receipt of evidence of insurability, for a premium of \$1 a month will insure permanent total disability benefits similar to those under our disability B provision, as follows: 'At the time of disability the agent will have the assurance that his renewal income, together with the disability benefits provided by the contract shall never during the continuance of such disability fall below 50 percent of the previous calendar year's renewal income, nor if so disabled before age 65, below the following amount: If

## A MESSAGE TO LIFE UNDERWRITERS

The Maiden Speech of President-Elect George D. Alder of the National Association of Life Underwriters, Delivered at Atlantic City

By GEORGE D. ALDER  
President National Association

I HAD no more notion when I stepped off the train and I came to this convention that they were going to put this thing over me than any of the rest of you would have, but of course I am a soldier, I am a fighter; I have been working, and I have been trying to do the things that I could for association advancement, and I think that everyone of you here this morning have that same feeling, that same thought, but the trouble is when you go away from here you don't continue that thought, and the result is that you become inactive and you wait until next year's report is made and you are asked to attend the association and you say, "Well, we did have a good time down there last year; I think we'd better go where they are going this year"—and so you come again. You are enthusiastic while you are here, but when you go home you have forgotten practically everything—and that is where you make your mistake.

#### Plan New Activities

Now, I want to say to you that there is in mind in the association activities the creating of a situation that is going to make association membership worth while. If you turn to page 58 on your schedule here you will find a number of things that will be interesting; for instance, our Canadian friends have come down here, as you know—and this is an international meeting, and you will notice that J. J. McSweeney, at the head of the list, who is the honorary president, has after his name "C. L. U." Have you any notion what that means? Chartered Life Underwriter. Where did he get that? It was given him by the Dominion government, perhaps, or some other such strong institution. They have received that title because of the fact that they are capable of assimilating it. They have made themselves worthy of that title.

#### May Add Title

Now, what would it be if you had after your name? Take your cards out and look at them. It gives the name of John Brown, representative of some local company or some foreign company, or something of that sort, and you have no title after your name. What does that mean? That everybody—it might be a life underwriter who has a card printed, and so on and so forth—puts his name on it. How would you like to have it fixed so that after your name you would carry some such title as that? You know that the greatest thing in the world for a medical practitioner is to have M.D. after his name, and so with all other organizations.

#### Membership to Qualify

Now, it will be necessary undoubtedly, as it has been in Canada, that a man shall be a member of his Life Underwriters Association for a period of three years before this distinction may be conferred upon him. They originally had it five, but President Petty tells me that they cut it down

disabled during second year of service \$75 per month during disability, and increasing \$5 for each year of service to a maximum of \$125 per month the 11th and subsequent years.

#### Disability Benefits for Veterans

"Each agent operating under our full-time agent's standard contract, who has served the company for 20 years and has not received any other compensation for past services than that provided for in such contract, in event of permanent total disability be assured of an income,

to three finally so as to give more men an opportunity, and he said: "I want to tell you that it has built up our association to the point where our meetings are overflowing with enthusiasm and spirit"—and that is what they need. Now, he said: "These men are saying now, 'Here I have been in the business so many years; you ought to let me in. Great heavens, I don't have to stay out three years, do I, before I can be admitted?' 'Yes, sir; yes, sir, everybody."

#### Require Apprenticeship

"No one admitted until after he has served his apprenticeship, until after he has gotten to the point where he is a practical life underwriter,"—and he said it has been the means of building their associations from nothing almost to great, big, bulky associations—and that is what he wants; that is what we want. We have that thing. It has been submitted to the executive committee, and we hope to have it and to have you all working along the line for advancement and for improvement, putting yourselves into the line where you can become a chartered life underwriter or some such name, and making your card and your association with life insurance and your association with your life associations locally and nationally actually worth while. Is that something to consider? Is that something to feel proud of?

#### Involves Ethical Practice

Now, I am going to tell you what that involves. That involves ethical practice. That doesn't mean that you can step out and say to a man as a little side proposition, "Now, I get so much for commission. Part of it is yours." That doesn't mean that. It means ethical practice in every way, shape, and form—something that you can be proud of and that you can feel that you can enter your association and shake hands with every member of it in that kind of a spirit. We can do it; we can accomplish it, if they can do it in the Canadian association. If they have put it over and realized the value of it, why shouldn't we?

#### Need More Members

I am going to tell you just what it is necessary to do. One man said here on this stand yesterday that he was pleased indeed to stand before an audience of this kind as a representative of 200,000 life insurance men all over the country. Do you know what the membership totals in your association? Less than 20,000. Is that right? We don't want volume altogether. We want ethics; but we must increase our National association in its membership, and the way to do it is for each man and each woman here today to take on himself or herself the obligation to see that two new members enter your local associations through your efforts. Can that be done? How many will do that? I am glad to see a show of hands of that kind. Take it upon yourself

(CONTINUED ON PAGE 10)

## DIRECTS NEW WORK IN EDUCATION OF AGENTS

Cincinnati Company Makes Notable Selection for Head of Its New Department

### IS COLORFUL CHARACTER

R. J. Williams, Now With Union Central, Is Interesting Figure in the Profession

One of the most colorful characters in life insurance today is that of Robert James Williams, newly-appointed director of education of the Union Central Life of Cincinnati. First with the Equitable and then the Union Central, he has made quite a name for himself in New York, not only in writing personal business but in educating new agents.

#### Had Interesting Career

Mr. Williams, known to everybody who has ever met him as "Bob," was born in London, Eng., 34 years ago. Early in his teens, a natural aptitude prompted him to study for the ministry. A wandering nature carried him across the sea and into the lumber camps of Canada, where he worked with pick and shovel among a class of men who recognized brute force as ability—and held his own. At other hours he ministered to the sick and to the souls of those who cared to listen. There, also he met Ralph Connor, author of the "Sky Pilot," and many believe Bob to have been the inspiration for that book.

Again he was overtaken by wanderlust and moved across the Pacific to Australia. There he roamed from city to city, a laborer at times, a missionary at other times. He organized 12 churches, and was about decided to settle there when the World War broke out. Bob enlisted at once as a private, and went with the redoubtable Anzac troops to Gallipoli, where for two years he participated in that bloody and ill-fated invasion. In 1917, his detachment went to France, and plunged into the midst of major engagements, serving to the end of the war. Nov. 11, 1918, found Bob Williams holding a captain's commission—and out of a job.

#### Undertook Many Tasks

He returned to Australia, then came to the United States on a vacation—which was to keep him here permanently. In New York, as his holidays neared an end, Williams met Lord Dunsany, the Irish dramatist, who had arrived for a lecture tour. He joined Dunsany's staff and traveled about the country for six months as his manager.

This pleasant interlude over, Williams cast about for work, and decided to labor with his hands and trust his brains to find the proper road to travel. He went to Connecticut and took a job as a laborer. After working on various jobs for three months, he was picked out by the president of the company and invited to substitute a white shirt and collar for his overalls and come to the main office with the title of personnel director. Then followed three years of peace and contentment, during which he met and wed the Ohio girl who is now Mrs. Williams.

#### Entered Life Insurance

Mr. Williams became possessed of a growing desire to sell. John T. Manson, president of the First National Bank of New Haven and a director of the Equitable of New York, suggested to him the sale of life insurance and Bob, while skeptical, was tempted by the fact that he did not have to carry a sample case. He moved to New York and launched on his new career in 1923.



## Suppose You Had

Low Net Cost Annual Dividend,  
Low Rate Non-Participating,  
High Return Special Forms,  
Group, Salary Savings, Mortgage  
Redemption,  
Double Indemnity, Total Disability,  
Dismemberment and Surgical Op-  
eration—

## Suppose You Represented

An aggressive company, writing  
new business in greater propor-  
tion to insurance in force than any  
other—

## Could You

Handle a General Agency?  
Write a living amount of personal?  
Develop and train some good men?  
Organize a territory?

## If You Get the Tools, Can You Get Results?

If so, we are ready for you. Write

Agency Department,

## Continental Life Insurance Co.

Edmund P. Melson,  
President



J. DeWitt Mills,  
Secretary

ST. LOUIS

MISSOURI

## FOR THE STATE OF MINNESOTA

An "old-time" state agency contract with satisfactory non-forfeiting renewal commissions and some "honest-to-goodness" cooperation now open to a man who can demonstrate ability to do a real job of agency building in that splendid state.

Address—Ralph H. Rice, President

**NATIONAL FIDELITY LIFE**  
Insurance Company

Home Office: Kansas City, Missouri

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.50 The National Underwriter Company, 1385 Insurance Exchange, Chicago.

That first year he wrote \$500,000. He then became assistant manager in the W. E. Johnson agency, and under the guidance of his chief, achieved new successes. He sensed the need to do something other than peddle his product, and devoured everything educational on life insurance. He attended lectures, read books and subscribed to all the insurance journals.

In May, 1924, Williams went with the Charles B. Knight agency of the Union Central, with the idea of developing New Jersey. He took the N. Y. U. life insurance training course in January, 1925, and was president of his class.

### Was Immediately Successful

When James Elton Bragg was appointed vice-president of the Manhattan Life, the direction of the life insurance training course of the Newark Y. M. C. A. fell on the shoulders of Bob Williams. He has developed many original and unique selling methods, which have been quoted in the insurance press throughout the country.

On Armistice Night, 1925, Mr. Williams was the object of one of the greatest compliments the profession has recently received. A World Court mass meeting was held in Newark, N. J. Three speakers were featured before a packed auditorium—Bainbridge Colby, Democrat, secretary of state during Wilson's administration; George W. Wick-ersham, Republican, attorney general during Taft's regime, and Robert J. Williams, life insurance man.

### Small Policies His Specialty

Only once in his entire career has he written a \$100,000 case. His specialty has been small policies, placed on a program basis.

As director of education for the Union Central, Mr. Williams has moved to Cincinnati. He has been given a free hand by the company, and announces his intention of visiting every large company in the country and every Union Central agency, before formulating any definite plans as to an educational course. The Union Central a few months ago instituted a 12-weeks correspondence course for new agents, and this will be continued. More than 800 agents are now studying this course.

## SHOW 1925 INSURANCE TAXES

### Comparison of Canadian, British and United States Life Company Payments

The taxes paid by life insurance companies are possibly of more direct interest to the life insurance policyholder than the case of fire insurance taxes is to the fire insurance policyholder.

During the year 1925 the taxes on life insurance business in Canada in percentage to premium income were in the case of United States and Canadian companies a little higher than for the year 1924. The following record for the year 1925 shows that life insurance taxes in proportion to premium income are lower than fire insurance taxes.

Companies	Premiums and Annuity Income	Taxes	1925 Percent of Taxes to Income	Percent 1924
United States	\$48,394,842	\$768,537	1.58	1.26
British	4,133,741	66,568	1.36	1.83
Canadian	153,729,597	2,732,483	1.77	1.65

The taxes paid by United States and British companies in 1925 in respect of their Canadian business amounted to \$835,195. What proportion of the taxes paid by Canadian companies are foreign taxes is not given as a separation of expenses between Canadian and foreign branches has not been made but it would seem safe to say that the taxes paid in Canada by United States, British and Canadian companies would be \$3,000,000.

## TO BE GENERAL AGENT

### H. P. GRAVINGAARD'S CHANGE

Manager of Sales Training of the Aetna Life Takes Charge of Columbus Office

HARTFORD, Sept. 23.—Appointment of H. Peter Gravingaard as general agent of the Aetna Life at Columbus, Ohio, is announced by Vice-President Kendrick A. Luther. For the past two years Mr. Gravingaard has been manager of sales training for the company. His headquarters have been at the home office although most of his time has been spent conducting sales



H. P. GRAVINGAARD  
Aetna General Agent at Columbus

training schools in various parts of the country.

Mr. Gravingaard was born near Brayton, Ia., in 1896. He was graduated from the University of Nebraska with high scholastic honors. Of the five years of graduate work which followed, three were spent at Grand View College Theological Seminary, Des Moines, one at Harvard Law School, and one at the Harvard Graduate School of History, Political Science and Economics.

Before beginning the actual work of sales training, Mr. Gravingaard personally organized and wrote the life insurance course used by the Aetna Life. He also wrote the history of the Aetna Life.

### Goes with Alabama National

Alex C. Wellman of Detroit has assumed his new duties as head of the actuarial department of the Alabama National Life. He graduated from the University of Michigan in 1925. Most of his college work was done in the actuarial department and the department of mathematics of that university. He studied under Prof. J. W. Glover, who is a recognized authority on actuarial science.

Prior to joining the Alabama National Life, Mr. Wellman was assistant actuary for the Royal Union Life of Des Moines. He is a member of the American Institute of Actuaries, and also of the Casualty Actuarial Society.

### John Hancock Increases in 1926

Up to Sept. 1 the John Hancock Mutual had written in round numbers \$190,000,000 of new ordinary paid for business for 1926. This is an increase of about 21 percent over 1925. The great bulk of the increase comes from the old established agencies in both the ordinary and weekly premium departments. The company has also made large gains in its industrial business.



# General Agents Wanted

*Excellent Territory Open in Oklahoma*

The International Life is planning an intensive agency development program in the State of Oklahoma. At present there are general agency openings in the cities of:

Tulsa  
Chickasha  
Muskogee  
Woodward

Okmulgee  
Enid  
Shawnee  
Blackwell  
Oklahoma City

Ardmore  
Ponce City  
Frederick  
McAlester

The line of policy contracts offered by this Company is complete, issuing both participating and non-participating business on either standard or substandard risks.

*We Write a REAL Child's Endowment  
Licensed in Thirty-Seven Other States*

GREENE H. DALE, State Manager  
Majestic Bldg.  
Oklahoma City, Okla.

## International Life Insurance Co.

St. Louis, Missouri

W. K. WHITFIELD, President

DAVID W. HILL, Vice-President

W. F. GRANTGES, Vice-Pres. and Gen'l Mgr. Agents



# Kansas Oklahoma Texas

The Springfield Life Insurance Company has recently opened Branch Offices in Kansas, Oklahoma and Texas. For the Live, Wide-Awake Producer there is an opportunity to get in on the GROUND FLOOR and secure a REAL GENERAL AGENCY contract in these states.

Already a portion of the desirable territory has been assigned. Other assignments are pending. Prompt action will secure a LIFE LONG CONTRACT with Liberal First Year Commissions and NON-FORFEITABLE RENEWALS.

Our PROSPECT BUREAU is placing in the hands of our Agents BONA-FIDE INTERESTED PROSPECTS. We are taking our FIELD MEN out of the class of "Sidewalk Merchants," "Peddlers," "Solicitors" and "Canvassers."

Our "PREFERRED ORDINARY LIFE" Policy meets all competition. The Net Cost is Exceedingly Low.

Our New "OPTIONAL LIFE INCOME AND ENDOWMENT" Policy has met with instant approval. The Large Annual Dividends paid by the Company makes the net cost on all plans competitive.

*If interested write either of the following  
or the Company:*

E. H. LAW  
State Manager for Kansas  
229 South Hydraulic St.  
WICHITA, KANSAS

FORD AND FORD  
State Managers for Texas  
3551 University Blvd.  
DALLAS, TEXAS

J. S. COE  
State Manager for Oklahoma  
(Temporary Address)  
1400 Topeka Blvd.  
TOPEKA, KANSAS

*Serve and Succeed With  
the Springfield*

## SPRINGFIELD LIFE INSURANCE COMPANY

A. L. HERFORD, President

SPRINGFIELD, ILLINOIS

C. HUBERT ANDERSON  
Superintendent of Agencies

### PROGRAM FOR MEETING

#### COMMISSIONERS TO GATHER

State Department Supervisors Will Have an Interesting Schedule of Events at Los Angeles

The program for the annual meeting of the National Convention of Insurance Commissioners at Los Angeles, Cal., in the Biltmore Hotel, Nov. 15-19, has been announced. The program is as follows:

#### Monday, Nov. 15, 10 a. m.

Meeting called to order by the president.

Address of Welcome—George I. Cochran, president Pacific Mutual Life.

Response—T. M. Henry, Mississippi, first vice-president.

Call of states.

President's Address—Judge Harry L. Conn, Ohio.

"Acquisition Cost"—James A. Beha, superintendent of insurance, New York.

Discussion—Ray A. Yenter, Iowa, and Jesse G. Read, Oklahoma.

Call of Committees—(Each chairman will announce time and place of meeting.)

#### Monday, 3 p. m.

Meeting of committees.

#### Tuesday, Nov. 16, 10 a. m.

Communications and reports of committees.

"Automobile Fleet Insurance"—George W. Wells, Jr., commissioner of insurance, Minnesota.

Discussion—H. O. Fishback, Washington, and Howard P. Dunham, Connecticut.

#### Tuesday Afternoon

Visit to some of the motion picture studios.

#### Tuesday Evening

Dinner to the commissioners at the home of Lee A. Phillips, executive vice-president of the Pacific Mutual Life; the ladies to be entertained at dinner at the Biltmore Hotel, followed by a theater party for the ladies.

#### Wednesday Morning, Nov. 17

An automobile ride through the business and residential sections of Los Angeles, Pasadena, Glendale, Hollywood, Beverly Hills and the beach cities, arriving at the Westport Beach Club, at Playa del Rey, for dinner.

#### Thursday, Nov. 18, 10 a. m.

Communications and committee reports.

"Conversion of the Fraternal Society Into an Old-Line Company: Advisability, Tendency and Objection"—Olaf H. Johnson, commissioner of insurance, Wisconsin.

Discussion—Will Moore, Oregon, and R. L. Daniel, Texas.

"Buying, Selling and Merging of Insurance Companies"—John R. Dumont, insurance commissioner, Nebraska.

Discussion—Charles R. Detrick, California, and S. M. Saufley, Kentucky.

#### Thursday Afternoon, 3 p. m.

Committee meetings.

#### Thursday Evening, 8:30 p. m.

Annual "Pow-Wow" of the Pamunks.

#### Friday, Nov. 19, 10 a. m.

Communications and reports of committees.

Election of officers.

Executive session, in which there will be a general discussion of departmental problems.

Adjournment.

#### Changes in Personnel

There were some changes in the Aetna Life personnel at the recent general convention at Hot Springs, Va. T. M. Searles has taken charge at Newark. N. J. T. B. Sleeper is now general agent at Washington, D. C. A. C. Miller is the new Des Moines general agent. G. W. McClung, formerly of McClung & Deaton at Des Moines has been transferred to Portland, Me.

#### Moore Succeeds Foster

I. C. Foster has resigned as field supervisor of the American National of St. Louis, to make his home in Huntington, W. Va. F. E. Moore has been appointed field supervisor to succeed Mr. Foster.

### SEEK REVIEW OF CASE

#### IMPORTANT POINT INVOLVED

Companies Urge That Awarding Payment Because of Illegibility of Photographic Copy Is Unjust

OMAHA, Sept. 22.—Former Chief Justice Letton of the Nebraska supreme court has been retained by the life insurance companies to urge upon that tribunal a rehearing of the case recently decided in which it was held in effect that the companies did not protect themselves when they attached to policies a photographic copy of the application unless especial care is taken to make them easily readable. The case was one in which Millie A. Kelly secured a judgment against the Bankers Reserve of Omaha on a \$3,000 policy on the life of her husband, who withheld from the medical examiner the fact that he had several times been treated for appendicitis. He died from this disease soon after the policy was issued. The case was deemed so important that the American Life Convention intervened.

#### Says Copy Is Legible

In his motion for rehearing Judge Letton denies emphatically that the photographic copy is illegible. He said that he is 70 years of age, and he would like to have the opportunity to demonstrate to the court that he can read it. He characterizes the decision of the court as a gross miscarriage of justice, and says that it decides the case on a most immaterial point, and that it is a strained construction of a statute. The judge says that it ignores the elementary principles of honesty, justice and fair dealing, that it invites a premium for fraud and one of the sort of decisions that increase the growing distrust of the courts and lends support to the criticism that they are more concerned with subtle and hair splitting refinements than in doing simple justice. He says the court might just as well say that a pick-pocket should be turned loose because the man he robbed happened to be jaywalking or violating a city ordinance.

#### Technical Defense Unprofitable

Judge Letton says in the brief that there may have been a time before the insurance companies learned to know better when they employed all kinds of technical defenses to escape the payment of honest obligations, but the rule now with every reputable company is not to defend against any just claim. The companies that adopted the old course sowed the wind, and all the companies reaped the whirlwind. The prejudice has lingered long after the occasion for it disappeared, but even now it is almost a foregone conclusion that juries will find against a company. Their one safeguard against being mulcted is in the reviewing courts, and these should see that no gross fraud is supported by a form of construction of a law intended to prevent and not to encourage fraud and deceit. In this case Mr. Kelly's attention was called to his misstatements when the copy came into his hands, and if it did not happen to be legible and he did not ask for one that he could read, his heirs should be estopped from saying it was not legible.

#### Roth Returns to Old Home

H. O. Roth, for the past several years a Travelers representative at Winnipeg, Man., who ranked fourth among Canadian producers in accident, life and group last year, has returned to his former home in Newport, Ky., and will continue to represent the Travelers from the Cincinnati office.

#### Good Gain Is Shown

The Equitable Life of Iowa reports that its total business for the first eight months of the year was \$54,776,184, a gain of \$14,798,570 over the same period of 1925.



# WASTE

The first great problem with which the human race forever struggles is how to live as long as possible. To live at all humanity must fight disease, from birth.

The advance made into the *terrain* of this common enemy in recent years, chiefly through discoveries in pure science, makes a story more thrilling than Stanley's journey across the Dark Continent, more romantic than Amundsen's flight over the Top of the World.

Whatever science is now saving through a better longevity has hitherto been waste, but a waste *man-kind in the mass could not control; it could however and, in a limited way, now does, avoid utter waste through co-operation.*

Outside of disease there are other enemies to be overcome. Amongst these enemies are:

**Ignorance;**

**War;**

**Bad Sociological programs;**

**Lack of a proper sense of individual responsibility;**

**Lack of appreciation of the value of human life, the only real value in the world.**

## ALL THESE ARE CONTROLLABLE ENEMIES

The battle of science against disease helps; it lengthens life, but does not solve the problem.

The battle against the controllable enemies is the great current, always present battle.

Ignorance and war with resultant maladjustments, are man's arch enemies, the great causes of waste.

Human life, the only real value, is now constantly snuffed out by its controllable enemies, leaving liabilities and not assets. Intelligent co-operation can prevent that.

Every life is an asset to everybody if it is not wasted.

War with its hideous waste seems as yet uncontrollable. But in the long run ignorance is a deadlier foe than war.

Premature death from disease, which happens in spite of all scientific knowledge, is without a specific plan to meet it, sheer waste.

Premature death from war not only destroys values and disrupts life plans but leaves debts for other people to pay; even that monstrous waste can be adjusted, through co-operation, so as to be really less burdensome.

Premature death from any cause usually means helpless wives and mothers, children either half educated or educated in crime, all at the expense of society.

The value of a life can be in part replaced by cash through co-operation; that helps the taxpayer, liquidates liabilities and gives children a chance.

While humanity is struggling to eliminate disease, to eliminate the rivalries of nations, rivalries in business, the blunders of ignorance, rivalries in the churches, and the cruelties of the strong; lifting the burdens imposed on society by the lazy and the incapable, Life itself (individuals, men, women, children) must, in order to preserve its great but fugitive value, organize intelligently; it must express itself in current values, must through co-operation translate itself into bonds, mortgages, real estate and cash. That sounds materialistic; but there is no other even partial equivalent for the intangible personality which, living, is of immeasurable value and eliminated without a program which in part replaces it, becomes worth less than nothing.

How to do all that as against both kinds of waste, the controllable and the uncontrollable?

Did you say Life Insurance?

Of course you did.

**LIFE INSURANCE IS A MILITANT, AN ORGANIZED CRYING OUT TO HUMANITY TO STOP WASTE.**

**IT HAS AS YET CAUGHT UP OUT OF THE NIAGARA OF WASTE ONLY A FEW BILLION DOLLARS OF THE INEXPRESSIBLE BILLIONS THAT HAVE FOR AGES RUSHED INTO THE OCEAN OF WASTED VALUES.**

Life Insurance is the first business in the world, first in its moral appeal, first in its scientific processes, first in its fight against life's enemies, first in its correction of maladjustments, first in eliminating waste, almost first now in its accumulations.

Ask at one of our Branch Offices about this Company. Learn how you can eliminate waste, how you can serve yourself and your neighbor as well.

**NEW YORK LIFE INSURANCE COMPANY**

**DARWIN P. KINGSLEY, President.**

## "The Secret of Our Success—"

"We are now 'reclaiming' profits which heretofore we overlooked.

"One day my associate informed me that he had just written a substantial case involving some highly technical questions as a direct result of the expert advice that he had received from the Heifetz Agency.

"And much to my surprise, shortly thereafter I was confronted with certain problems on a very interesting case—which I closed because of your assistance and timely advice.

"This is one of the reasons for our present success—and the other reason is that Samuel Heifetz, who is the Mutual Life Manager at 657 Illinois Merchants Bank Bldg., has shown us *how to merchandise life insurance.*"

*Place your life insurance problems in the hands of one who can give you good assistance!*

**SAMUEL HEIFETZ, Manager**  
The Mutual Life Insurance Co.  
of New York  
at 657 Illinois Merchants Bank Bldg.  
**CHICAGO**  
TELEPHONE CENTRAL 4319

## SOME OBSERVATIONS ON THE MEETING OF THE HEALTH & ACCIDENT CONFERENCE

By RALPH E. RICHMAN  
Editor Health & Accident Bulletin Service

While the attendance at the Health & Accident Underwriters Conference in Gloucester was not as great as in some previous meetings, interest in the proceedings was at a higher pitch than usual. From the opening session on Thursday to the close on Saturday noon, there was no period when it could be said that interest lagged or the convention was marking time. The prepared papers and the discussions were enlightening and stimulating and brought members to their feet with a constant flow of comment and response.

### La Mont's Talk Created Interest

Those who expected S. M. LaMont, fourth vice-president of the Metropolitan Life, the officer in charge of its accident and health department, to bring an important message, were not disappointed. Throughout the three days meeting, there were many informal conversations among the members centering about the points made by the Metropolitan Life official. Mr. LaMont did not arouse this discussion by bringing forward anything radical or new but simply by stating with great clarity and force, backed by evidence, facts and conclusions which were largely present in the minds of all conference members.

### Uniformity in Phraseology

That the disability insurance business is standing in its own pathway of progress by reason of the multiplicity of policies and policy changes was at the center of Mr. LaMont's paper. Discussion following this paper turned at once to the practical suggestion that possibly the conference might make some progress toward the use of identical phraseology for various clauses of the disability insurance contract. Such a procedure, it was believed, would lead to a greater stability for the business by reason of the fact that the courts would be passing not only upon similar policy clauses but also upon identical phraseology.

### Atmosphere Cleared for the Agent

What seemed to many the chief benefit of simplified and stabilized policy practice, as pointed out by Mr. LaMont, did not receive much attention. The chief benefit, according to Mr. LaMont, is the clearing of the atmosphere for the agent himself, the concentrating of his mind on income protection rather than on policy frills, the increased confidence of the agent who believes that he is selling something that is not going to be modified or changed every few months. The Metropolitan Life has proved to its own satisfaction that its agents will write much more business with three policies than with seven.

### Confusion Is Eliminated

Confusion in the agent's mind is eliminated. He has three things to sell, indemnity for loss of life, sight, or limbs; indemnity for loss of time due to accident; indemnity for loss of time due to sickness. There is an accident policy, a disability policy and a death and dismemberment policy. A multiplicity of policies and constant changing of policies prevent the agent from centering his attention upon the big issue, so far as the public is concerned, protection of income.

### Life Indemnity Coverage

In spite of the marked trend toward elimination of the life indemnity clause in sickness coverage, there is by no means a unanimity of opinion on this subject. One of the most important companies in the business, with a spread on a single policy, believed to be greater than that of any other company, sees no reason to eliminate the life indemnity coverage. Another company indicates that its attitude will be determined by court decisions. Another factor deter-

mining action is the possibility of larger reserve requirements in the future if life indemnity is written.

### Difficulties to Be Encountered

Even those companies which have had an experience which would seem to warrant continuance of life indemnity coverage recognize that their position will become more difficult if a large number of companies discontinue the practice. There is likely to be a natural gravitation of poor risks to the company that continues writing the life indemnity. In lieu of life indemnity, the one year limitation plan used for many years is being followed or the more recent substitute, the aggregate disability indemnity clause.

### Emphasized the Fundamentals

E. C. Budlong of the Federal Life emphasized what had been regarded as some insurance fundamentals in pointing out that hospital expense, nurse's expense and surgical benefit policies offer an opportunity for direct application of the principle of indemnity for loss only. The disability insurance business has sometimes been criticized be-



STEWART M. LAMONT  
Fourth Vice-President Metropolitan Life

cause it is said that its indemnities have not been based upon this principle. Yet it seems clear to one familiar with disability insurance, particularly with reference to loss of limb or sight, that the principle of indemnity for loss only cannot be strictly applied.

### Fixing of Intangible Values

In other words a sound principle of insurance when applied to property losses where material things are involved, becomes impracticable when applied to intangible values. Loss of limbs or sight is an imponderable or incalculable loss, as is demonstrated every day by the thousands of damage suits in the courts. All the underwriter can do is to set what might appear to be a reasonable amount for the loss and pay the benefits without question when the loss occurs.

### Indemnity for Loss Only

Adjustment of many disability losses would be inextricably involved by the principle of indemnity for loss only. This is true to a limited extent in measuring the loss when time is involved. According to Mr. Budlong, the expense policy however does offer an opportunity for strict application of the principle, indemnity for loss only. From that viewpoint, he contends that it has a sound basis in insurance practice and often

meets the needs of the ordinary policyholder more completely than one which promises only payment for loss of time, necessarily in small amounts.

### Patterson Is Presiding Officer

John Patterson, vice president of the Massachusetts Bonding and retiring president of the Conference, made an admirable presiding officer. His comments on the addresses and in his introductions were timely and constructive. Much of the credit for the high pitch of interest during the session should go to Mr. Patterson, who made every speaker or anyone who asked for the privilege of speaking thoroughly at ease. While the meeting was conducted with dignity and precision, there was enough of informality so that no one hesitated to take part in the discussions.

### Preparing for the Future

In point of good fellowship and harmony, the Gloucester meeting has not been surpassed. So far as may be seen on the surface, the disability insurance business as represented in the conference is ready for undertaking greater tasks for the welfare of the business, such as for instance a public educational campaign toward which the conference is moving. It is the conviction of all who have contact with the business that its opportunities have been grasped only partially. Undoubtedly the conference programs are preparing the way for future achievements which will dwarf the achievements of the past.

## ALDER GIVES MESSAGE TO LIFE UNDERWRITERS

(CONTINUED FROM PAGE 5)

to get two new members in your local associations, and see what that will do for us here in the National association. How much more effective we will be in our work! How much more we can accomplish!

### Urges All to Cooperate

Those are some of the thoughts that the National association officers have in mind for the coming year. We want you to feel that when you talk about the National association it isn't any thing else but the spirit of the local associations all over the map. That is all it is. There are to be no cliques, nothing of that kind to run the association any more than you would tolerate them in your local association.

### Must Have Experienced Men

We have got to have experienced men to run these things. We have got to. Heavens on earth, what would these associations have been? You never would have been here today if it hadn't been for certain men associated with this association. You wouldn't have been here today, because there wouldn't be any National association. Can you understand that? There are men who have fought the fight for the National association and local associations and have died in the harness, for the reason that they devoted themselves entirely to this service.

### Plan Greater Efforts

Now, I want to say to you that we are here starting a new year. I have got something to do; my associates have got something to do to follow in the track of President Jones and improve the work that he has done. Just imagine talking on that responsibility! I want to do it. No other set of men can do it. It will have to be done by all of us, and the contributions that you make will be the ones that will count in our work.

We are pleased to have had you here. We want to see you next year. But we want you to come with redoubled force, because of the fact that these two members that each of you are going to put into your associations will create an enthusiasm that will fill halls larger than this next year, that will build up the business, carry to the people just exactly the word that you want to carry to them through the means of your local and National associations.





YOU CAN BOWL 'EM OVER WITH THE RIGHT BALL

R. F. Sampson,  
130 N. Wells,  
Suite 1404,  
Chicago, Illinois.

Rufus M. Reed,  
Box 1883,  
Williamson, W. Va.

**Super Commission Contracts**  
**For Chicago and Illinois Territory**

*Write or Wire*

Max Goldberger,  
117 E. 7th Ave.,  
Gary, Indiana.

W. Livingston Vance,  
22 West Monroe St.,  
Chicago, Illinois.

**RESERVE LOAN LIFE**  
**INSURANCE COMPANY**  
**INDIANAPOLIS, INDIANA.**





A. G. Gabriel

### A Dynamic Detroit

A. G. Gabriel, better known as "Jerry," was formerly an actuary. When he decided to enter field work three years ago he chose the Midland.

As general agent he is building a substantial organization.

Equal opportunities now open in Illinois, Indiana, Michigan, Pennsylvania, Maryland, New Jersey, Virginia and West Virginia.

## The MIDLAND MUTUAL LIFE INSURANCE COMPANY COLUMBUS, OHIO

*"Its Performances Exceed Its Promises"*

## Whole Family Protection

OUR SPECIALTY

*Splendid Opportunity  
for wide awake salesmen*

## Lutheran Brotherhood

1254 McKnight Bldg.  
Minneapolis, Minn.

## Film Producer Adds Materially to Cover

JOSEPH M. SCHENCK, chairman of the board of the United Artists, has added appreciably to his life insurance, now being insured for \$4,250,000. Of this amount \$1,250,000 is personal insurance, this having been on the books for sometime, the other \$3,000,000 having been taken out recently in favor of the Arts Cinema Corporation and the United Artists Theater Corporation, seven life companies participating in the line. This makes Mr. Schenck one of the leaders in the ranks of the heavily insured, Adolph Zukor and William Fox being slightly in the lead, each carrying \$5,000,000. Other large policies on screen stars include: John Barrymore, \$2,000,000; Buster Keaton and Norma Talmadge, \$1,250,000 each; Gloria Swanson, Mary Pickford, Douglas Fairbanks, Charles Chaplin and Constance Talmadge \$1,000,000 each.

## GIVES CLOSEUP OF A REORGANIZED PROGRAM

(CONTINUED FROM PAGE 4)

Mutual's national advertising and author of "The Man Nobody Knows," is probably destined to receive the credit for solving the problem of making national advertising pay by producing direct results. This is the whole story so far as life insurance is concerned with regard to national advertising. Can it be made to pay? If it does pay, agents will be willing to contribute to the cost. The Phoenix has tried a number of advertising agencies and has no fault to find with those that have conducted it through the experimental stage and laid the foundation for the present program, but the company felt that it would be justified in making this expenditure only if sufficient direct results could be secured. Mr. Russell stated that Mr. Barton did not flinch when this was put up to him and that he went to work on a plan which has now by test-advertising proved to be successful.

Mr. Barton's talk, although only 10 or 15 minutes in length, was a gem of lucid presentation of the subject of advertising and what it can do for life insurance. Mr. Barton said he always appreciated the opportunity to leave New York and pay a visit to the United States. He quoted this statement: "The trade of advertising is now so near perfection that it cannot be improved," and credited the quotation to Dr. Samuel Johnson, England's literary authority of several generations ago. England is as backward in the field of advertising as any modern nation today and knew positively nothing about it at the time when Dr. Johnson wrote. Present day advertising authority in America does not feel that the business is near perfection, it feels that in fact it can never attain perfection. Advertising is not dealing with the material but with the most intangible stuff in the world, the fears, ambitions and emotions of human nature; it is a vital, living breathing thing.

### Relationship to Modern Society Is Shown

The advertising man is in the same position as the scientist. Ask him what is electricity, he cannot answer you; but ask him what can it do, and he will

## American Central Has Underwriting Points

The American Central Life of Indianapolis has gotten out a booklet entitled, "Underwriting Suggestions," which is devoted largely to substandard life insurance. The author states that aside from being a boon to a great number of impaired lives and without regard to any motive of altruism, the insurance world in general now realizes that the present highly developed method of substandard underwriting is the means of salvage for a large portion of business which heretofore has been rejected as uninsurable.

The American Central got out this guide largely as an aid to the expeditious handling of substandard cases. The company states it is impracticable for all companies to handle this class of business at their own risk for several reasons, chief among which, is the considerable variation in mortality possible because of lack of volume. Hence, a large part is reinsured.

tell you. Studying human beings, learning to talk to them and bringing about action—that is the advertising man's business. Advertising is an inexpensive form of salesmanship—it breaks down resistance, setting up new goals of desire. The savage has no wants—let desire awaken in him and place before him the radio, talking machine, victrola or what not; set these things up in a backward community and something happens. Advertising sets up before the worker new desires and under that influence men give up their freedom and increase production capacity, in order to secure the things the desire for which has been instilled. Ruskin said there is no wealth but life, the capacity to produce things. Mr. Barton expressed his opinion that as you make the world safe for democracy you make it safe for advertising; when you abolish autocracy you make way for advertising. There is no room for advertising in a country governed autocratically. The order goes down from the top and that is all there is to it. First, advertising in large measure saves the agent from having to carry the company. Second, make advertising as interesting and unusual as it can be made. In the present complicated civilization a thousand voices are clamoring for the attention of the public and advertising must be ever more courageous and more audacious. Third, advertising must produce some action.

Mr. Barton has himself sold goods since he was 14 years old. He knows the necessity of tying up advertising with sales. The plan for Phoenix advertising is to make it just as easy as possible for Phoenix agents to talk insurance.

### Says Results May Be Slow, But They Are Sure

Advertising works slowly. It takes a long time to get anywhere. Advertising permeates the mass at a slow pace. And it is only because it works slowly that it is worth anything. He asked the agents to remember first that it is "your advertising." John Bunyan said he was only God's fiddle, not the music itself. Advertising is only the agent's fiddle. Agents should send in every idea for an advertisement that

## Celebrating 75th ANNIVERSARY

### Diamond Jubilee Year

Seventy-five Years of Service to Policyholders  
New Policy Forms  
New Added Features to Our Policy Contract

## Berkshire Life Insurance Co.

Incorporated 1851  
PITTSFIELD, MASSACHUSETTS  
F. H. RHODES, President

OPENING ALWAYS FOR RIGHT MAN

*A wishbone instead of a backbone is not so good.*

*If you're just "wishing" in the insurance business.....don't come to us.*

*But if you have a man-sized backbone and want to put it to work where the greatest opportunity offers, drop us a line.*

*Our Square Deal Agency Contract will be of interest if you are living in or thinking of moving to Wisconsin, Minnesota, Iowa, or Ohio.*

**National**  
**Guardian Life**  
Insurance Company

1 West Main Street  
Madison, Wisconsin

## PROTECTION-HUNGER

SEVEN-TENTHS of the families in America are dependent on wages, and the fathers and mothers live in constant dread of sickness, injury, unemployment, impoverished old age, and premature death. That they hunger for protection from these calamities is proclaimed by the billions of industrial insurance in force.

Those who are hard pressed, especially, realize that insurance has developed into something more than mere indemnity. With its nurses dotting the country, its safety engineers removing the dangers to life and limb, its medical men and welfare workers steadily extending the life span insurance is now in very truth, protection. And so, for the wage earner, it is neither a luxury nor even a debatable purchase; it is a vital want. The institution that enables him to meet that want, renders him a valuable service.

**METROPOLITAN LIFE**  
**INSURANCE COMPANY**

Frederick H. Ecker, Vice-President

Haley Fiske, President



## Premiums once reduced are permanently lower

War, Flu or other catastrophe can not raise them even to their original level as would be the case in "participating" insurance if "dividends" were decreased or passed.

Do you know of any non-participating policies which provide for sharing in mortality savings and excess interest earnings? Premiums have been reduced under several forms of policies since 1919 and this unique feature is now regularly embodied in all forms of the low-rate non-participating policies issued by the

## FEDERAL UNION LIFE

Home Office—Cincinnati, Ohio

they can contribute. The best ideas are likely to come from the field. Third, he said, have faith in it. It is only to the degree that the agents have faith in it that it will work. Advertising like salesmanship must reflect the spirit of the institution. He referred to his book, "The Man Nobody Knows" and quoted the Master when he said concerning his hearers on a certain occasion: "He could do there no mighty work because of their unbelief." Any leader's program must be supported by a lot of faith before it can be put into successful operation.

### Close Follow-Up Is an Essential Part

Mr. Barton's plan for making advertising successful for the Phoenix is in the proper handling of the coupon inquiries. He has written a little booklet on life insurance which is mailed or presented to each inquirer. One of the agents in New York stated that he has used this booklet with good results aside from any connection it has with advertising by means of this approach: "Would your mind be open this morning to a new and interesting idea? If it is, take this book and read it over. I will call for it in a few days." He found that Mr. Barton's book invariably aroused a vital interest in the prob-

lems with which it dealt and for which life insurance furnishes the solution.

One of the interesting features of the convention was the presentation by Agency Manager Whitmore of the background of "pluses" which the home office has built up to help the agent. He said that good salesmen who use good tools become successful men, and that he could have increased his own income very much had he had this background when he was in the field. Here is the plus program of the Phoenix organization.

### "Plus Program" of Company Is Shown

Standard contracts for all men; branch management, by which the home office equipment is extended to the field; a preliminary training school; full time men, well trained; a new preliminary training course, in five volumes, of which the first is now ready; research market analysis; home office library; income and settlement agreement; home office underwriting service; conventions; selective risks; salary allotment plan; low participating rates; insurance conservation agreement, providing for the distribution of the proceeds of the policy; the premium deposit fund—the pay as you wish plan; trust company cooperation; opportunity month, for old policyholders; policyholders' meetings; standard sales presentation, which gives a track on which to run a life insurance sale; the policy survey sheet, a method of obtaining interest; policyholders' cultivation; advertising, insurance journal and national magazines; budgets; sales promotion, advertising specialties and direct mail.

Very few companies can offer its field men as complete a set of positive pluses as the Phoenix Mutual.

J. M. Carothers of Pittsburgh told of receiving returns up to 60 percent on his circularizing campaigns. He told of his successful use of the survey sheet, which is a plan for analyzing and adjusting a man's life insurance. He said that one day a man called him up and asked him how much he would charge to come out and make a survey of his policies, "similar to the one he had made for a friend." Of course, his reply was, "nothing." Through this one survey he has written over \$400,000.

### Manager Tells of Work With Younger Men

Manager Alexander Cowan of New York directed his talk to the younger men in the organization. He said that on the clients you make in the first two or three years depends the business you will do the next ten years. Mr. Cowan said that it was by no means impossible to handle clients in such a way that many re-orders will result without effort on the part of the agent. "You will have to sell him the first time and you will have to sell him the second time, but he may re-order a third time if you sold him right the first and second time." This all depends on how well the service is given; a re-order is a possibility under these conditions. You won't have to work continually against the wind if you put in two or three hard years in the right way at first. After ten years you will have your own business. Your whole life insurance success depends entirely on the way you work the first two or three years. It is during this period that you form your acquaintances and line of prospects and demonstrate the kind of service you will give. Starting with a young prospect at twenty you continue to write him various policies as he progresses through life. You sell him his first policy for general protection; then perhaps a survivorship annuity for his father and mother; then he gets married and you sell him to protect his wife. His children come along and you guarantee their education; he goes into business, possibly borrows money, and you protect that; after a while he begins to think of old age and you provide old age protection. There are at least five stages in a man's life during

# INDEPENDENCE—

a thought to conjure with in history, a word to fire the hearts of patriots, a blessing which measures its attributes in terms of present sacrifice to purchase future happiness and content. For independence (to paraphrase) is not a bequest—it is a conquest—an unending battle to preserve that upon which those about us consciously or unconsciously encroach in their pursuit of the same possession.

¶ And it is the sublime mission of life insurance to place within the reach of every man that satisfaction which financial independence for himself and those whom he loves invariably yields. No mightier bulwark, no more effective barrier could be placed between the uncertainties of fate and the aspirations of humanity than the institution of life insurance. It is as natural as the desire for comfort, as safe as the government under which we live, as sure as the formulae of mathematics, as powerful as the resources of our nation.

¶ Independence achieved through the medium of life insurance is independence indeed.

## AMERICAN CENTRAL LIFE INSURANCE COMPANY

OLD LINE LEGAL RESERVE

INDIANAPOLIS

ESTABLISHED 1899



## The Life Man's Income

**T**HE life man's income is controlled by three things, to-wit: industry, ability, and the policies of his company. Industry and ability can be developed as we know, for The Franklin has successfully aided "little" producers to become "big" producers. The policies, including the options, of The Franklin provide for every contingency insurable by a life company. Open territory and Opportunity.

## AN "AGENT'S COMPANY"—*Why?*



*Here is the architect's conception of the greater Union Central Home Office building, when the proposed annex to the present skyscraper is finally completed. Eight stories of the annex are to be erected at once. The complete plant is estimated to take care of the company's growth for the next 75 years.*

**T**WENTY and thirty year service records are common among Union Central men.

One western Agency has been in the same family *for three generations!* A southern General Agent, after 30 years with the Union Central, wrote: "The Company has always been better to me than its contract."

Keeping abreast of the times, the Union Central today offers more and better helps to agents than ever before in its history. Always a great low net cost company, its policy forms are liberal and attractive; it maintains a Policyholders' Division for the service of its clients and a Service Bureau for the conservation of business and to provide its agents with a constant supply of prospects.

## The Union Central Life Insurance Co.

CINCINNATI, OHIO

**More Than One Billion, 215 Millions of Insurance in Force**



## Connecticut General News Hartford, Conn.

### New Accident Policy Issued September First

Pays double indemnity for travel and automobile accidents whether you're in a car or struck by one.

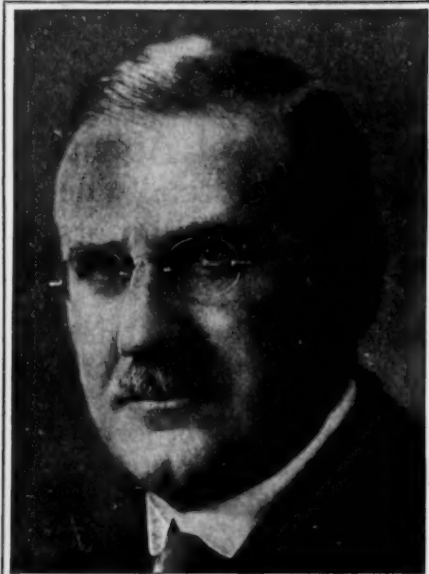
Pays single indemnity for airplane travel accidents. Full coverage for all other accidents too.

Pays for X-Ray examinations in addition to usual surgical and hospital benefits.

Write for circular. Be first to offer this up-to-date contract to your clients. Connecticut General Life Insurance Company, Hartford, Conn.



## Back of NORTHWESTERN NATIONAL *A Strong Board of Directors*



**NORTHWESTERN  
NATIONAL LIFE  
INSURANCE CO.**  
*O. J. Arnold, Pres.*  
Minneapolis

### THEODORE WOLD

THEODORE WOLD, vice president of the Northwestern National Bank of Minneapolis, and a member of the Advisory Council of the Federal Reserve Board at Washington, was elected to membership on the Board of Directors and the executive committee of the Northwestern National Life in August, 1926, to fill the vacancy created by the death of James A. Latta.

Mr. Wold came to the vice presidency of the Northwestern National Bank in 1919, after making a conspicuous record as the first governor of the Federal Reserve Bank for the Ninth District. He entered the banking business at the age of 21, at Elbow Lake, Minnesota, and was afterwards successively assistant cashier, First National Bank of Little Falls, cashier, Merchants State Bank of Winona, and president, Scandinavian-American National Bank (now Midland National) of Minneapolis, directing its affairs until 1914, when he became governor of the Federal Reserve Bank.

*This is one of a series of advertisements on the Board of Directors of Northwestern National Life. Each member has been eminently successful in business, and each is in close touch with the affairs of the company, taking an active part in its management.*

which he needs life insurance for different definite purposes.

### Says Skilled Workman Removes All Antipathy

Manager W. W. Williamson of Chicago said, "our business is to discover to the public new uses for life insurance." Speaking of advertising he said there are two ways: one, personal contact, see five men each day; two, personal contact plus publicity. He said life insurance is the thing the world hates most to buy, and why? Because of the character of the solicitation it has been given in the past. Mr. Williamson made the interesting declaration that if life insurance had always been sold by "the skilled workman" there would be no antipathy towards the business. He said that it will now be the function of advertising to re-educate the public on life insurance and remove its spirit of obstinacy through the agent. This is an interesting point of view, which has a very good basis.

James A. Giffin, head of the home office school, who is one of the home office pluses, spoke in favor of the standardized sales talk. Although there has been much objection to this, it need not be parrot-like. It furnishes the track on which to run a life insurance sale. He quoted a great industrial leader as saying, "standardization has completely changed modern life." He also quoted this five-word formula for success: "Preparation in Advance for Opportunity." He told the agents how to sell the new retirement income policy.

W. N. Watson of Pittsburgh, who is one of the aces of the field force and who in his first eight months with the company has written something like \$100,000 a month, said he would have to give Mr. Giffin's instruction credit for whatever he had done.

### Many Suggestions Given By Various Speakers

C. T. Steven of the home office gave same of the uses of national advertising. Among these are, using reprints of national advertising; building sales talks around advertising copy; enclosing national advertising in circulars. National advertising prepares the agent's market for him. The company will now use 14 magazines instead of 3 with 14,000,000 instead of 7,000,000 of circulation. One danger is that agents may become too easily discouraged in following up coupons.

Manager William Robins of Springfield said that national advertising helps in getting good men and encourages the better type to apply for positions. It also opens up leads in small rural communities which are often productive of new centers of influence. In one case an inquiry had come from a rural hamlet in which little life insurance had ever been written and as a result a considerable volume was secured.

George W. Ayars of Los Angeles, official song leader, who has a splendid stage personality, gave several valuable talks. The agent is the important factor, he said. You and I go out and sell the service—that is what counts. Every man's job in the life insurance business is just as big as he makes it. Sob stuff is such only to the man who isn't sincere.

Mr. Goodwin of the home office showed the advantages of the selective or non-medical risks. The company has issued \$45,000,000 on selective risks. Here are six benefits: securing action rather than delay; striking while the iron is hot; refuting the objection—let me see the goods before I buy; competition; speed; an entering wedge—most important—for following up with larger policies.

### Sales Ideas Were Given by Leaders

L. O. Boudreau of New York said a good way to use the selective risk plan is to treat the policy issued without examination as a sample policy or sample order. He also goes through his age change file and picks out those just

going into age 46, the limit of the selective risk.

J. J. Hagen of St. Louis said he is at all times ready to complete the job right there up to \$5,000; if the prospect waits until the next day he may change his mind. He also finds it a great help in salary allotment insurance. In filling out the application there is a good chance to get one or two more prospects, by getting information as to relatives.

J. M. Ward of the home office agency said women do not like to go to the doctor and the selective risk plan helps in these cases. Write young fellows on this plan and you can go back for more later. He likes to write young men, because they usually have no other life insurance affiliations. When he goes to the matured earners he often finds them tied up with other agents, therefore, he likes to solicit young men. Mr. Ward does not believe in using the automobile too much—it's too easy to jump in and sail away. He will not wait outside an office for any man, it is demoralizing to sit in the ante room and cool one's heels. If he cannot see his man he goes out at once, and comes back later.

### Typical Monday Morning Conference Was Given

D. Gordon Hunter, manager of the home office agency and son-in-law of Vice-President Russell, conducted a typical Monday morning meeting with some 20 agents in attendance. Mr. Hunter in a few years has built up the home office agency from a small one to the leader of all the agencies. He is a young man of pep and drive, with a pleasing personality. The typical Monday morning meeting was a great success, the different agents giving their experience on their specialties in intimate fashion, but really directing their remarks to the entire audience. Mr. Hunter's talk was on "The Individual as a Business Organization." He discussed the physical structure, the mental structure and the mechanical structure. He believes in organizing a day's work for a day's goal, not a weekly, monthly or yearly goal.

Vice-President Collens discussed the investment policy of the company. He said that agents and policyholders have a right to look into their company's investment policy and to discuss and criticize it. A number of instances were given, especially of policyholders' meetings, where bankers and investment policyholders had analyzed the company's financial statement on their own account and given it as their reason for taking additional insurance. The investment policy of a life insurance company is one of the most important things with which an agent should be familiar.

Jules Girardin of Chicago is the company's oldest field man in point of service. He stood by through the early days and through thick and thin, when it was not in the enviable position it is today. Mr. Girardin is highly respected by the officers and field men.

### Originator of Policyholders' Meetings Told of Plan

Policyholders' meetings are one of the coming developments in life insurance field work. The members of a company in any community have a common interest and they can be made centers of influence for the agents. Mr. Russell believes this to be one of the most important new developments of the business. He and Agency Manager Whitmore have attended 12 policyholders' meetings in the past year. Mr. Whitmore said that they are one of the next moves of the development of the organization. They are worked up with great care. Through them the company has the opportunity to elevate and dignify the agent in his community and they have afforded the opportunity to bring the policyholder into a real ownership feeling. They are builders of good will.

The man who originated the policyholders' meeting plan is J. E. Williams of Seattle. Mr. Williams said, however, that it is only a child by adoption,

## ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

*Offers an unexcelled line of policy contracts.*

*Our juvenile policies, written on children as young as one day old, go in full benefit automatically at age 5 without re-examination.*

*Our special low rate policies to business and professional men are fast sellers.*

*We write women on equal basis with men.*

*Splendid agency openings are now available.*

*Write William Koch, Vice President and Field Manager.*

## ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

*A. C. Tucker, President*

## GROWTH

*A matter of natural development.*

*Our Growth has been persistent.*

*Our root extends down--not out.*

We haven't spread much because we are rooted deep and lastingly in Illinois, Indiana, Kentucky, Missouri and Iowa.

Steady, persistent growth means permanent life.

Men who wish to make a connection or undertake to underwrite life insurance can make an unusually good connection with us now. Write for information and territory desired.

## CHICAGO NATIONAL LIFE INSURANCE CO.

202 South State Street

Chicago, Ill.

A. E. JOHNSON, AGENCY MANAGER

## SUN LIFE ASSURANCE COMPANY

of CANADA

A BILLION DOLLARS  
of life assurance in force

ASSETS - - - \$300,000,000

Interest on policy proceeds, profits,  
etc., left with the Company

FIVE and ONE-HALF PER CENT

## Selling Life Insurance with the help of Direct Mail Advertising

"YOU can double your Life business," we told our Field Force, "by using our Direct Mail Advertising System."

And we proved it, by actual figures showing the results of a test campaign in which the average production of those agents who used the System right, was about three times their average production the preceding year.

So, "You can double your Life business," was a conservative statement.

Our Direct Mail co-operation is only one feature of our policy to place at the disposal of our agents every possible tool which has been found to help in getting business.

This Company has general agency openings in: Illinois, Iowa, Indiana, Ohio, Minnesota, Missouri, Kansas, Oklahoma, Nebraska, Wyoming, South Dakota, Montana and Colorado. Any producer of Life or Accident and Health Insurance, who is not at present under contract with any other company, will do well to discuss things with us.

## Great Northern Life Insurance Company

HOME OFFICE: :: :: MILWAUKEE

CHICAGO OFFICE: 110 S. DEARBORN ST.



## There's a Place for You—

out in California where you can write insurance for a Home Company among a progressive people under delightful weather conditions every day in the year.

If you are a clean, competent salesman of life insurance, bearing proper credentials, and desire to locate in Sunny California to produce business under an attractive agency contract, write now to M. F. Branch, Manager of Agencies.

## CALIFORNIA STATE LIFE

*J. Roy Kruse, President*

**SACRAMENTO**

### *The first Law of Success Is to Recognize Opportunity and Grasp it*

*For a period of over twenty years we have made a sound and consistent growth. Now comes the time for a broader expansion program.*

*Good agency openings are available in the following territory:*

*Sioux City, Iowa  
Davenport, Iowa  
Des Moines, Iowa  
Sioux Falls, So. Dak.  
Council Bluffs, Iowa*

*If you have ability, and if your record is clean, we invite correspondence.*

*The Old Line*

**CEDAR RAPIDS LIFE  
INSURANCE COMPANY**

CEDAR RAPIDS, IOWA

that the first policyholders' meeting he attended was one in Elmira, N. Y., 10 years ago. He was calling on some policyholders and one of them called in some of his friends. In his agency he has held seven policyholders' dinner meetings. One million four hundred and fifteen thousand dollars of paid for business has resulted directly from these meetings.

#### **Told of Tangible Results From Them**

There is no sales suggestion of any kind but there are tangible results, easily traced. He spoke of calling on one man in Seattle who would not give him a hearing. As he was going out the man remarked, "That's Lute Hull's company, isn't it; isn't he a stockholder?" Hull had told him of a meeting he had attended of "his" company, and the man got the idea that Hull was a stockholder, which indeed he was. The result was that considerable business was written, because the man liked the method of regarding the policyholders as the owners. Another man remarked that when he went to Hartford he was going to go into the office of "our" company. These dinners have built up a wonderful spirit and policyholders feel they are a part of the organization. Mr. Williams said he would put on dinners in any agency on a 50-50 basis, on the results within two or three months, so certain is he that they pay.

#### **Others Tell of Similar Results**

Mr. Ayars of Los Angeles said that the first policyholders' dinner he ever heard of was one given by the general agent of a Canadian company, a new man in town, who invited 252 business men to come to a dinner at which he would explain with charts and graphs the inheritance tax. Of the 252, 187 came. They sat three and one-half hours absorbing information about their inheritance taxes. They appreciated the fact that the agent made no attempt to sell them anything—there was merely a full and free discussion, not under sales pressure. They were free to ask any question on policies, rates or other features of the service, without being asked to buy. There is a healthy curiosity among the public about life insurance, which frequently is not satisfied, because of the fear that a solicitation is implied.

C. W. Peterson of San Francisco said that his policyholders' meetings showed that they build centers of influence, remove mysticism about the life insurance business and the policyholders attend because they can ask questions without fear of being attacked. He has held four or five meetings with from 15 to 30 policyholders present, different ones each time.

O. E. Seiler of Minneapolis said that one popular feature of his meetings was that they always closed promptly as promised, at 8:15. These meetings are a good place to bring in agents whom you want to sign up.

Mr. Whitmore spoke of a banker who had heard of the Phoenix policyholders' dinners and had followed the example with success by giving depositors' dinners.

#### **Had Many Outside Speakers on Program**

The Phoenix Mutual convention was notable in its list of outside speakers. Colonel Raymond Robins was the headliner at the banquet. There are few men in America with the inspirational message which Colonel Robins gives. He is one of America's foremost platform speakers. Bruce Barton, the author of "The Man Nobody Knows" is almost one of the Phoenix Mutual family. It is not remarkable that a man of his type and ideas should find a fruitful field in life insurance and do his work as an advertising man with more than business interest.

Henry H. Cohn, president of the Morris Plan Banks and Insurance Company, formerly manager of the Phoenix

at Albany, N. Y., gave an inspirational address on salesmanship.

Walter C. Hill, vice-president of the Retail Credit Company of Atlanta, spoke on the interesting work of his company. He was accompanied to the convention by Mrs. Hill.

The name of the "Premier" Club has been changed to the "Half Million" Club.

President Welch fittingly closed the convention Wednesday afternoon in time to catch the eastern train, bound for eastern points and the Atlantic City convention.

#### **SUE ON POLICY APPLICATION**

**Seek to Recover \$105,000 Under Policy  
Applied for but Undelivered  
to the Assured**

ST. PAUL, MINN., Sept. 22.—Suit to recover \$105,000 on an insurance policy which never was delivered and on which no premium ever had been paid has been filed in district court here. The plaintiffs are Mrs. Grace C. Andrews, Nancy Andrews, her daughter, and the Minneapolis Trust Co., administrator of the estate of James C. Andrews, a wealthy Minneapolis business man, who died in 1924. The defendant is the Equitable Life.

According to the complaint, Andrews applied for a policy in Dec. 22, 1923, and it was written Dec. 28, 1923, after he had passed the required examination. The policy, however, was not delivered promptly and in the meantime Andrews was stricken with what the plaintiffs say was black smallpox. He died Feb. 8, 1924.

Under the terms of the policy, which carried a premium of \$4,755, the widow was to receive an annuity of \$3,900 and the child an estate of \$60,000. Andrews' estate was valued at \$289,000.

#### **Making Great Strides**

The Federal Life reports that it has been making remarkable strides each year, already having written twice the total for 1925. Thus far this year, up to Sept. 18, the company has written \$25,000,000, compared with \$10,000,000 for the same period of last year and about \$13,000,000 in the entire year. The company has increased its insurance in force by \$18,000,000 thus far, the total in force now being \$75,000,000 on an issued basis. The life insurance connection with the Chicago "Tribune" has aided greatly in increasing the company's business, though the life department generally has shown an increase. About \$8,500,000 has been put on the books from the special offer made through the Chicago "Tribune," the remainder of the increase being through normal agency production.

#### **CELEBRATES ITS TENTH YEAR**

**Mutual Life of Illinois Has Had Successful Career During Decade  
of Its Existence**

The Mutual Life of Illinois will celebrate its 10th anniversary Sept. 23. It issued its first policy Sept. 25, 1916, to Herbert G. Neely of Jerseyville, Ill. The first day it issued two policies for \$4,000 insurance. The force in the beginning consisted of three officers and two agents, E. J. Jerald and L. H. Fouché, who are still with the company, one stenographer and one typewriter. Two of the three officers are still in the service. The first policy is still in force.

The company now has assets in excess of \$2,500,000, life insurance in force in excess of \$23,500,000, accident and health premiums in force in excess of \$500,000, total premium income about \$1,500,000. The company is operating in Illinois, Indiana, Iowa, Missouri, Michigan and Ohio. It has more than 400 agents. H. B. Hill, the president, has been the guiding hand in the development of the company but he has associated with him some exceedingly strong lieutenants.

## Life Companies!

*6% Real Estate Mortgages  
are a profitable investment*

THE Irving National Mortgage Company, an experienced and conservative house, offers to insurance companies for investment an unusually attractive group of 6% First Mortgages which meet in every particular the requirements of insurance companies.

All of these mortgages are secured by First Mortgages on Improved Real Estate located on Chicago's Geat Northwest side, a stable and flourishing section of the city. They are offered only after a most thorough investigation of the property and borrower and after receiving the approval of a loan committee composed of Real Estate men, Contractors and Bankers of wide experience.

This proposition is sound and awaits your investigation. We are confident that we can serve you to advantage.

### Irving National Mortgage Co.

*Under National Bank Management*

4201 Irving Park Blvd.

CHICAGO, ILLINOIS

Offices with

Albany Park National Bank Irving Park National Bank Portage Park National Bank

## WANTED— MANAGERS

We are strengthening our field organization, placing experienced producers under Home Office contracts providing most liberal terms. We must now appoint a few managers. If you are ready to make connections with a prosperous, progressive mid-west company with millions of assets, we should like to hear from you at once. We operate in 42 states.

### The Bankers Reserve Life Company

R. L. ROBISON, President

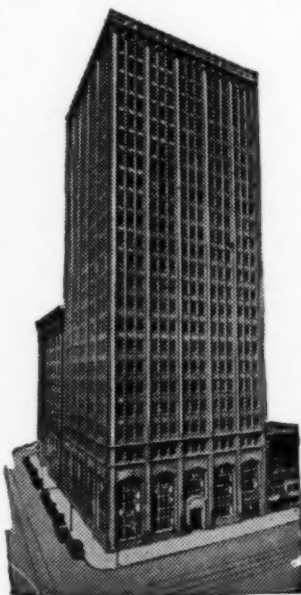
W. G. PRESTON, Vice-President

R. C. WAGNER, Secretary-Treasurer

HOME OFFICE, OMAHA, NEBRASKA

Business in Force, One Hundred and Ten Million

## Builders



HOME OFFICE  
F. & M. BANK BUILDING

Our principal strong point is the will to give a service which will be appreciated by our own staff and respected by others.

Operating in the States of Texas and Oklahoma, the Home Office is able to render a type of personal service to Agents that is unbeatable. Writing all modern policy forms, the Company offers choice territory to Agents of ability.

Our records show that policies were issued on 79% of the applications during 1925 within three days after reaching the home office.

## Southern Union Life

OF

FORT WORTH, TEXAS

J. L. Mistrot  
President

Tom Poynor  
Vice-President

## Seventy-Five Years Ago

the Massachusetts Mutual Life Insurance Company was organized by a group of men with unusual foresight. They conceived an organization that would create a personality of strength and friendliness, and conduct its affairs so as to win and hold the confidence of policyholders.

During all these years this institution has faithfully maintained the spirit of service inaugurated at its birth. Today it ranks with the best companies in the country and is known throughout the land as The Company of Satisfied Policyholders.

JOSEPH C. BEHAN,  
Superintendent of Agencies

## MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

of SPRINGFIELD, MASSACHUSETTS

INCORPORATED IN 1851



## Life Insurance in Force

June 30th, 1926  
(Ordinary and Industrial)  
**\$342,950,956.00**

Surplus Security to Policyholders  
**\$4,067,683.48**

Conservative Progress Every Year. Operating  
From Coast to Coast, Canada to the Gulf,  
Cuba and Hawaiian Islands.

### AMERICAN NATIONAL INSURANCE COMPANY Galveston, Texas

W. L. Moody, Jr.,  
President

Shearn Moody,  
Vice-President

W. J. Shaw,  
Secretary

## The GLOBE MUTUAL LIFE INSURANCE COMPANY of CHICAGO, ILL.

Assets - - - - - **\$1,500,000.00**

### "CLAIMS PAID ON SIGHT"

Paid to policyholders over \$1,050,000.00  
The highest grade of service to policyholders and  
representatives

It is the Last Word in  
SERVICE

T. F. Barry, Founder Pose Barry Dietz, President  
The GLOBE weekly news mailed to you every week by  
request without charge

Home Office:  
431 S. Dearborn Street Phone Harrison 1998

## SERVICE LIFE INSURANCE CO.

Home Office  
LINCOLN, NEBRASKA

offers very liberal contracts to agents

Address applications to: B. R. BAYS, Pres.

Do you make use of the medium thru which you  
can reach thousands of interested insurance men?  
National Underwriter want ads are result getters. One  
inch, one column wide, one time, Five Dollars. 1362  
Insurance Exchange, Chicago.

13

## George Washington Life Insurance Company CHARLESTON, WEST VIRGINIA

HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with  
Home Office registry and with power of appointment of sub-agents.  
The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South  
Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

Address

ERNEST C. MILAIR, Vice-President and Secretary

## AD MEN WILL GATHER

### CONVENTION PROGRAM IS OUT

Tentative Schedule for Detroit Meet-  
ing Is Announced by C. F.  
Rickerd

The tentative program for the meet-  
ing of the Insurance Advertising Confer-  
ence to be held in Detroit, Oct. 18-19,  
has been announced by C. F. Rickerd,  
advertising manager of the Standard  
Accident and program chairman of the  
conference. General sessions will be  
held on Monday morning and Tuesday  
afternoon of the convention week, with  
W. W. Ellis, sales promotion manager  
of the Commercial Union and president  
of the Insurance Advertising Confer-  
ence presiding.

Group sessions of life, fire and cas-  
ualty advertising men will be held Mon-  
day afternoon and Tuesday morning.  
Seneca Gamble, advertising manager of  
the Southern States Life of Atlanta,  
will preside at the life group, L. F.  
Tillinghast of the Great American In-  
demnity will preside at the casualty  
group and C. S. S. Miller, director of  
publicity of the North British & Mer-  
cantile, will preside at the fire group.  
E. A. Collins, assistant secretary of the  
National Surety and last president of  
the Conference, will preside at the  
luncheon on Monday, the speaker on  
that occasion being E. J. Schofield, vice-  
president of the Standard Accident.  
President Ellis will also preside at the  
Tuesday luncheon and Verne Tucker,  
art critic in Detroit will speak on "The  
Feature of Insurance Advertising." The  
tentative program announced by Mr.  
Rickerd, is as follows:

#### Monday Morning

Address of Welcome—W. J. Reineke,  
President of the Michigan Insurance  
Agents' Association.

Response and Announcements—Pres-  
ident Ellis.

Keynote of this program, "Helping Our  
Agents Sell"—C. E. Rickerd, advertising  
manager, Standard Accident.

"Using the Mail"—George Cox, direct  
mail specialist of Cox & Downey, De-  
troit.

"Observations on Selling Insurance"—  
Leo Thomas, world's record holder of in-  
dividual life insurance sales, Detroit.

#### Tuesday Afternoon

"Advantages of Company Advertising"—  
E. S. Raymond, vice-president of S. S.  
Glass Corporation, Detroit.

"Results of Trade Paper Advertising  
for Three Years"—S. C. Doolittle, Fidelity  
& Deposit, Baltimore.

Window display advertising.  
Summary of group sessions by group  
chairman.

Business meeting, attendance restricted  
to Class "A" members.  
Adjournment.

#### Chicago Agent was Leader

Frederick N. Shannon of Chicago, one  
of the agents connected with the staff  
of Chappell & Jansen, Illinois state  
agents for the Atlas Life of Tulsa, led  
the entire field of producers over the  
United States in the amount of paid for  
business. Mr. Shannon is a young man,  
thoroughly familiar with the business  
and a live wire.

## SEE INVESTMENT ILLS

### CITES DUPLICATION DANGER

G. W. Cox Commends Cooperation With  
Mortgage Bankers But Warns of  
One Weakness

In a discussion before the Mortgage  
Bankers Association at Richmond, Va.,  
this week, Guy W. Cox, vice-president  
and general counsel of the John  
Hancock Mutual Life, pointed out some  
of the problems before the investment  
departments of life companies, particu-  
larly in connection with the representa-  
tion of these departments in the field.  
Mr. Cox said that there is a close rela-  
tionship between the mortgage banker  
and the life insurance company and this  
relationship is growing more harmoni-  
ous constantly.

#### Some Contacts Troublesome

He pointed out, however, that there  
is one point of contact which is yet  
troublesome in some respects, this being  
the overlapping of representation. Mr.  
Cox said that as a part of the program  
of development of the mortgage invest-  
ment, there has grown a duplication of  
the correspondent system which has re-  
sulted in some cases to the disadvan-  
tage of the life companies. He said that  
it was not necessarily true that this diffi-  
culty would be encountered in the over-  
lapping of territory or representation,  
but it has been encountered in the past  
and in some cases to a grievous extent.

#### Hazard of Investment Depression

Mr. Cox said that where a correspond-  
ent represent two competing companies  
in the same field, there is a serious  
depression. Where the collection of in-  
terest becomes difficult and the one  
terests become difficult and the one  
correspondent represents two com-  
panies, there is the danger of the cor-  
respondent working for the advantage  
of one company and to the disadvan-  
tage of the other. That is, where the  
interest collections could not be main-  
tained at 100 percent for both com-  
panies, the correspondent was apt to  
maintain them on a standard basis for  
one company and permit the other com-  
pany to suffer as a result. This has  
sometimes resulted in a company which  
ranks first in a certain field, suddenly  
losing its advantage and becoming a  
lesser light in this section. Mr. Cox  
pointed out that he was not criticizing  
in any way the work of the mortgage  
bankers and the correspondents, but  
suggested that some means of equitably  
handling this hazard might well be  
provided for the future growth of the co-  
operation and harmonious relationship  
between the mortgage bankers and the  
life companies.

#### Dr. A. E. Booth

Dr. A. E. Booth, who for several  
years has represented the Illinois  
Bankers Life in St. Joseph, Mo., has  
been given the Kansas City territory,  
and plans to move his headquarters to  
that city in the next few months. He  
spent several days at the home office in  
Monmouth, Ill., in September in con-  
nection with the new arrangements.

#### Manhattan Life's New Office

The Manhattan Life has established a  
branch office at 66 Broadway in New  
York, putting L. D. Simonson in charge  
as agency manager. General agency  
contracts are made with H. L. Monteith,  
152 W. 42nd street; G. A. McCallum,  
73rd street and Broadway; J. H. Sacken,  
50 Pine street, and Ranni & Roseman  
organization, 391 East 149th street.

J. S. Reber, Jr., group supervisor for  
the Travelers from the Hartford office, is  
spending the week in Cincinnati while  
on a visit to a number of mid-western  
cities.

**SEE THREE ESSENTIALS****TRAINING COURSE ANNOUNCED**

Griffin M. Lovelace Gives Scope of New York University School of Life Insurance

Announcement has been sent out by Griffin M. Lovelace, director of a life insurance training course at New York University, of the fall session of that course, to open Oct. 4. The course will run 11 weeks, with day and night sessions three times a week. The day sessions occupy the afternoon, so that each morning is left free for personal solicitation, as well as the alternate days. In his announcement of the course, Mr. Lovelace points out that there are three essentials to agency management, selection of agents, control of the agent's time and the training of agents.

He said that of selection little is known, psychologists and life insurance executives now struggling in the dark with this problem. As to control of the agent's time, the efforts thus far have been almost fruitless. Training problems, however, are being solved and in this connection life insurance schools have taken the leadership in developing a properly trained corps of life insurance salesmen. Thus, every agency manager and general agent should be interested in backing the life insurance schools and securing full attendance at all sessions.

**DATE FOR MEMPHIS MEETING**

Edward A. Woods of Pittsburgh Retires as Trustee of the National Life Underwriters Association

NEW YORK, Sept. 23.—It is announced that the 1927 convention of the National Association of Life Underwriters at Memphis will be held Sept. 14-16. Evidently the National association is returning to the three-day schedule, such a course having been followed at the Atlantic City meeting. At Kansas City last year the convention lasted four days. This plan started at Los Angeles when more time was desired for sight-seeing.

Edward A. Woods, manager of the Equitable at Pittsburgh, who has been one of the wheel horses in the National association, has retired as a member of the board of trustees. Franklin W. Ganse, general agent of the Columbian National Life at Boston, has been named as his successor.

**Death of Edward H. Hunter**

DES MOINES, Sept. 23.—Edward Howard Hunter, Jr., representative of the Federal Life here, and youngest son of Edward H. Hunter, who founded the Bankers Accident here 30 years ago, died yesterday in the Mercy hospital from injuries sustained in a fall out of a window at the family residence. Mr. Hunter was removing screens when his foot slipped on a wet window sill and the fall of twelve feet into the cement driveway broke his back.

He was 35 years old and well known in the city because of his prominence in athletics during his school days.

After finishing school he was with the Bankers Accident, and when that company was sold to the Federal Life he continued to represent the company here.

**Had Biennial Meeting**

The supreme legislative body of the Police and Firemen's Insurance Association, with 100 representatives from the 48 states and the District of Columbia held its biennial meeting at the association headquarters in Indianapolis last week. Sessions continued two days. Plans for an eight-story addition to the present two-story building here, to cost \$125,000, were formulated.

**STAFF REORGANIZED****COMPANY IS SPREADING OUT**

New Men Added to Official Line-Up of Union National Life of Florida

ST. PETERSBURG, FLA., Sept. 22.—The Union National Life of St. Petersburg is effecting a reorganization which will develop a strong home office force and agency organization, the company planning to do intensive work throughout the entire state of Florida. At the September meeting of the directors Dr. John L. Davis, medical director for the company, was elected executive vice-president and will have full direction of the life insurance work. He will also continue as medical director. M. A. H. Fitz, president of the company and vice-president of the First National Bank, will continue in charge of the company's finances in the financial department of the organization. Two vacancies on the board of directors were filled by the appointment of E. F. H. Roberts, actuary for the company and Robert L. Newman, Sr., agent for the company at Ft. Myers. Mr. Roberts has been with the Union National for several months, coming to the company from Texas where he had been in actuarial work for some of the western life companies. Mr. Newman has been making a notable record in personal production at Ft. Myers, writing new business at the rate of \$30,000 weekly or \$1,500,000 annually.

John C. Roberson, who has been associated with the company since its organization early in the year, has been appointed agency director and will have full charge of production in the future. Mr. Roberson is making plans to cover the entire state and develop a program of intensive agency work. There are now more than a dozen agencies established and a number of additional ones will be opened in the immediate future. Mr. Roberson is leaving this week on a tour of the state to develop agencies in strategic positions. Mr. Roberson is an old time life underwriter having been with many companies, both in this country and in Australia and Canada.

**AGENTS' ASSOCIATION ELECTS**

Norris H. Bokum of Chicago Heads Body—W. E. Dow Elected Leader of General Agents' Group

BOSTON, Sept. 22.—At the concluding session of the convention of the Agents' Association of the Massachusetts Mutual Life at Swampscott last week the following officers were elected: President, Norris H. Bokum, Chicago; first vice-president, Caleb R. Smith, Detroit; second vice-president, Miss Alberta Allen, St. Louis; secretary and treasurer, J. Putnam Stevens of Portland, Me.; chairman of executive committee, Charles M. Ide, Boston.

The General Agents' Association elected the following officers: President, W. E. Dow, Wilkes-Barre, Pa.; vice-president, Chester Fischer, Peoria, Ill.; secretary-treasurer, John Dingle, Chicago. The full executive committee was re-elected.

**Cole Transferred to Cincinnati**

John C. Cole, field assistant for the Travelers in the life, accident and group department, has been transferred from Wilmington, Del., to Cincinnati. Harold De Witt, Travelers group insurance assistant, has also joined the Cincinnati Travelers forces.

**American National's Move**

The American National of St. Louis has entered California, appointing L. H. McDearmon of San Diego as general agent.



**Southland Life**

**SOUTHLAND LIFE INSURANCE COMPANY**

HOME OFFICE . . . DALLAS, TEXAS

**HARRY L. SEAY, President**

**Over \$100,000,000 Insurance In Force**

Remunerative and pleasant agency connections available in Texas, Indiana, Tennessee and Minnesota are open to the right men. For information address

**CLARENCE E. LINZ, Vice Pres. and Treas.**  
DALLAS, TEXAS

## Does Your Novelty Advertising Reflect the character of your Agency?

When you give Wallets—give Wallets you can be proud of—Kaufmann Wallets



**K**KAUFMANN'S Systeman Security Holder is an honest to goodness good will builder. It typifies to your clients the brand of service you render—your appreciation of their patronage—and often it helps deliver those extra policies.

It is the best leather container on the market designed to provide a place for insurance policies, bonds, and other valuable papers.

A standard size at \$2.25 and a large size at \$3.15. Get the quantity rates now.

**E. L. KAUFMANN**

Room 700, Austin Bldg.

111 W. Jackson Blvd.

Chicago, Ill.

Telephone Wabash 3933



## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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### Aetna Life's Plan for 1927

THE policy of the AETNA LIFE for the coming year as announced at the general agents' conference by Vice-President K. A. LUTHER will be one of (1) agency building, (2) conservation of business and (3) economy. Since the AETNA LIFE claims no copyright on these aims, other builders in the life insurance field may well give serious thought to adopting similar objectives. That the future holds great advances in underwriting, that life values will be capitalized on a scale surpassing anything we have known in the past is an easy forecast. But another prediction is that the major portion of this business will find its way to those companies which have prepared for it in advance, just as surely as that water seeks its own level.

The public's contact with life insurance is through agents. Multiplying the number of solicitors increases that contact. The company that is to grow will most surely accomplish its purpose by reaching a larger multitude of eligible applicants, inviting and urging their participation in the benefits enjoyed by those already insured adequately. But hand in hand with the selection of a larger number of agents must go thorough and intelligent education, instruction in planning their work and careful supervision. As the public is increasing its holdings in life insurance, so is it also learning and demanding the higher type of advice relative to policy contracts which can only be given by men who have made an intimate study of the direct subject of life insurance and have acquired a knowledge of the collateral subjects of banking, business and other topics that will insure reasonable and understanding counsel.

It is a frequent occurrence that the purchaser of a life contract makes his acquisition before he has become imbued with the enthusiasm for it which he should have. He fails to consider its great importance in his economic scheme. He has not been thoroughly

sold. Herein lies a great loss to himself, but also to the life insurance companies because lapsed business means a direct loss. So it is to the agent who has to replace that business in order that his compensation may remain the same.

The lapsed policy represents hard work that has been inadequately compensated. It is work that has to be done over. Far better is the policy of giving the time in advance to know that every premium will be renewed. It is a great deal easier to maintain life that is healthy than it is to resurrect the life that is practically extinct.

Rapid expansion finds as its companion, extravagance. While it is well known that the life companies are thrifty, yet with great incomes from premiums and interest, and with these sums growing larger each year, it would be less than human if the pennies were not occasionally overlooked. By looking into the future, it takes no great seer to predict that these sums saved may loom all out of proportion to their present worth. Indeed it may be the one item which will assure the selection of one company as against another. This economy to be effective must be practiced from one end of the life corporations to the other. It is not sufficient for the home office to guard its resources alone. The general agents and the agents must likewise join in. The example will not alone be beneficial to the companies and its representatives. It will extend to the public and can be made to result in the thrift of individuals and will be reflected in the insurance that will be placed.

In adopting a slogan of agency building, conservation of present policies, and economy, the AETNA LIFE has sounded the clarion for a year of progress beyond those remarkable years just passed which has focussed the eyes of the entire insurance world on its accomplishments.

### Getting the Message Across

It is never an agreeable duty to criticize. It is much easier and more satisfactory to praise. THE NATIONAL ASSOCIATION OF LIFE UNDERWRITERS deserves great credit for what it has accomplished in bringing together the rate book men of the country, solidifying their interests, giving them better equipment, putting into their hands finer tools and raising the standard of salesmanship. The National association in recent years has grown rapidly in interest and power. It

has been able to do much for its members and it can do more.

In our news columns a member of THE NATIONAL UNDERWRITER staff who covered the Atlantic City convention and who has reported numerous gatherings makes some friendly criticism of the recent meeting and the policy of the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS in making up its program. Perhaps a newspaper reporter is a better judge of convention material than al-

most anyone else. He has a keen eye and ear for the things that are worth while and that are practical. His judgment is seasoned because he has attended dozens and dozens of conventions.

The NATIONAL ASSOCIATION OF LIFE UNDERWRITERS in its annual convention has probably gone too far in serving "caviar to the general." It has overlooked the fact that the thousands of men and women who are selling life insurance out on the firing line are not what might be called star producers. They are good, steady, consistent writers. Much of the convention material in the last few years has been over their heads. The convention has dealt with subjects with which the great majority do not come in contact.

H. L. MENCKEN, editor of "American Mercury," pungent and satirical as he often is, recently stated in dealing with the tabloid papers that a writer never makes a mistake of being too elemental in his product where he is dealing with the great public.

The point is made in the news article that men well known in the business,

millionaire writers, etc., were featured on the convention program, although they did not have the knack of getting their message over in an impressive way. They are like a great many professional writers who are able to put on the printed page gripping stuff, but when they come to tell it on the platform they do it in a very halting manner. The program committee of the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS therefore needs to study the capacity of men to deliver a message.

The varied mechanics of a convention should be considered far more than they have been. Hotel accommodations, distance of the meeting place from the hotel, the acoustics of the auditorium, the ease in getting to the auditorium, etc., all need to be carefully weighed and their influence on convention interest studied.

The purpose of the convention committee boiled down should be to get across the most important and helpful message in the most convincing way. This message should be carried to as large numbers as possible with as little inconvenience as is necessary.

### PERSONAL GLIMPSES OF LIFE UNDERWRITERS

G. A. Roberts of Shidler, Okla., who wrote his first application for a life policy with the Missouri State Life on April 19 of this year, has since sent 72 additional applications to keep the first company—a unique record for a man who was a green rookie so far as the life insurance business is concerned five months ago. His applications have totaled \$198,000, an excellent volume considering the size of the community in which he operates. In August he produced \$53,000 despite the fact that Oklahoma's sun was burning down fiercely, forcing almost everyone else to take a vacation. He had but one case declined—and in that case the company postponed final action for one year.

Emmett C. Peebles, one of the leading life underwriters of Cincinnati, returned last week from a two months visit to England and continental Europe.

Harry B. Grainger, a director and stockholder in the Lincoln Liberty Life of Lincoln, Neb., died at a hospital there, Sunday, after a long illness. Mr. Grainger was one of the city's wealthiest men and head of the largest wholesale grocery house in that section.

Chester O. Fischer of Peoria, Ill., manager of the Massachusetts Mutual for the central part of the state, who succeeds the late Warren C. Flynn at St. Louis, is one of the live general agents of the state. He was prominent in organizing the Illinois State Association of Life Underwriters, and served as its president. Mr. Fischer is a graduate of the University of Illinois and in getting men for his agency has drawn to it many alumni of that college. He is prominent in the National Association of Life Underwriters and undoubtedly if he lives he will be its president some time in the future.

Mr. Fischer, by the way, is a native of St. Louis, having been born there in 1891 and received his education in the St. Louis schools. After graduating from the University of Illinois law school in 1912, he practiced law in Peoria until he formed a partnership with Arthur H. Challis, to take over the central Illinois agency of the Massachusetts Mutual. In 1914 when Mr. Fischer assumed charge the production was \$300,000. Last year it was \$4,813,164. During his administration there has been written in the agency \$25,447,-

368. Last year of the new business, 36.16 percent was written on old policyholders.

Mr. Fischer has been prominent in the various organizations of Peoria. He is past president of the Peoria Life Underwriters Association, and the Illinois Association of Life Underwriters. He was recently elected vice-president of the National association. He is past president of the University Club and Optimist Club of Peoria.

Vice-President George L. Williams of the Union Central has returned home after an adventurous absence of some three months. Early in June he started for the west in company with Dr. William Muhlberg, medical director of the company, for a series of visits to various western agencies, going as far as the coast. They motored up to Oregon with Manager Stevenson of San Francisco and then Mr. Williams proceeded on his vacation to a ranch in the Rocky Mountains. Here he was taken ill and was rushed to the Mayo Brothers at Rochester, Minn., where he underwent a serious operation, which, however, proved to be entirely successful. Mr. Williams is now practically back in his old form.

He is one of the younger large company executives but has already shown himself to be of large caliber and has ably served the company as President Sage's right hand man. He is a graduate of Ohio Western University at Delaware, O., of which he is a trustee and in which his father was one of the best loved professors. He is a brother-in-law of the late Governor Pattison, for many years president of the Union Central. Mr. Williams has a genial and friendly personality and has many friends in Cincinnati and the insurance world who rejoice in his having passed successfully through a trying experience.

John A. Witherspoon, Jr., of the Nashville, Tenn., branch of the Missouri State Life, has the distinction of having won membership in the company's Quarter Million Club although he has been in the sales organization but four months.

Mr. Witherspoon joined the Missouri State Life on May 1, 1926. He is 26 years of age and a graduate of the University of Pittsburgh Life Insurance School, Class of June, 1924.

He has been equally successful in the sale of life, accident and health and group insurance.

## LIFE AGENCY CHANGES

## OPENING FIVE NEW OFFICES

**Hoey, Ellison & Wendt General Agency  
in New York City Plans Great  
Extension of Service**

Hoey, Ellison & Wendt, Inc., general agents for the Equitable Life of Iowa in New York City, have completed some extensions of their service in New York and have opened five new offices in different boroughs of Greater New York, Long Island and Northern New Jersey.

Announcement is made of the appointment of W. C. Wanbaugh as manager for the agency in Newark, N. J. The New York agency has also taken over the Brooklyn office of the company and announces the appointment of Walter R. Klee as manager of that district. J. C. Handshoe, formerly agency manager in Brooklyn, has joined the Hoey, Ellison & Wendt organization to become manager of a new branch office in the Times Square district. Activities in the Bronx will be under the direction of J. G. Ranni and J. Rosenman. Another office in the Woolworth building was opened recently under the management of Joseph J. Keon and Julian Oliva.

**Clarence C. Woodcock**

Clarence C. Woodcock, Nashville, state agent of the Pennsylvania Fire in Tennessee, who has resigned that position, will enter the life insurance field, connecting with D. G. Brandon of Nashville, general agent for the Penn Mutual Life. In addition to selling life insurance Mr. Woodcock's main duties at first will be securing new agents in middle Tennessee. He has been very active in fire insurance field work and the Tennessee organizations.

**Joseph N. Silveira**

Joseph N. Silveira of Stockton, Cal., for many years with the John Hancock Mutual Life, recently joined the San Francisco branch office of the Missouri State Life as district manager for the Stockton territory. Within one month after his appointment he had produced five applications for a total of \$31,000.

**K. V. Hall**

K. V. Hall, of Chicago, Cook County inspector for the Commercial Union Fire group and assistant in the improved risk department in the western branch office, has gone into the producing ranks, joining the Equitable Life of New York. He will also do a general brokerage business.

**Frank S. McManus**

Frank S. McManus, who has been connected with the Travelers in New York City specializing on group insurance, has been transferred to Chicago, becoming assistant manager, and will devote all his time to group business. The Travelers now has two assistant managers in Chicago, devoting their attention to group.

**Leroy B. Jordan**

Leroy B. Jordan has been appointed agency manager for the Equitable Life of Iowa at Portland, Me., a new office just opened, the company having just received its license from Maine. Mr. Jordan has been in the life insurance business since 1905, when he became manager of the insurance department of a banking firm in Bangor, Me. He has devoted his time to agency building for the past 12 years and since 1920 has been general agent for the Aetna in Maine.

**Fidelity Mutual Appointments**

Lou S. Wilson has been appointed manager of the Fidelity Mutual Life at Easton, Pa. Scoville H. Johnson has

# Buying Out of a Barrel

Not so long ago the grocer sold most of his merchandise out of barrels. He knew little about the standard of his goods and practically nothing about the companies that made them.

Times have changed for the grocer. He sells trade-marked packages now. He has definite reasons for believing in certain firms and their products.

The Life Insurance agent once peddled policies. He talked against all other companies on general principles. He had no real reason for offering the particular policy he recommended.

The counsellor has come into the field of life insurance selling. He knows why his company will deliver the goods according to specifications and dispatch.

Because the Lincoln National Life trains its agents to act as counsellors and backs them up with prompt Home Office service, they are sure that it pays to

**LINK UP WITH THE LINCOLN**

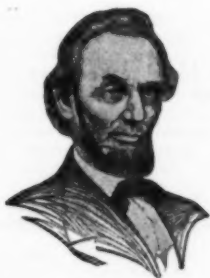
*The*

## Lincoln National Life Insurance Company

*"Its Name Indicates Its Character"*

Lincoln Life Building Fort Wayne, Ind.

*More Than \$425,000,000 In Force*





## Security—

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

### The Mutual Benefit Life Insurance Co. Newark, N. J.

Organized 1845

### A Hearty Welcome!

The great City of Philadelphia is host to the Nation during these months of celebration of the one hundred and fiftieth anniversary of the signing of the Declaration of Independence, and it is commemorating that momentous event by a Sesqui-Centennial Exposition of notable character, which is the historical successor of the Centennial Exposition of 1876.

The Home Office of the Penn Mutual is on famous Independence Square in Philadelphia, facing Independence Hall, where the Declaration was signed and where hung, and now reposes, the sacred Liberty Bell. We have a hearty welcome for life underwriters who are visitors to Philadelphia during these festival months.

### The Penn Mutual Life Insurance Company Philadelphia, Pa.

Organized 1847

If	If
Territory does make a difference	You are a producer
If	If
Close co-operation is necessary	You believe in yourself
If	If
A friendly interest is needed	You want a REAL job

Write or wire

S. M. CROSS, President

## COLUMBIA LIFE INSURANCE COMPANY

Cincinnati, Ohio

### INCORPORATED 1871 LIFE INSURANCE COMPANY OF VIRGINIA

Issues the most liberal forms of ORDINARY Policies from \$1,000.00 to \$100,000.00 with premiums payable annually, semi-annually or quarterly

and INDUSTRIAL Policies up to \$1,000.00 with premiums payable weekly

CONDITION ON DECEMBER 31, 1925

Assets .....	\$ 46,563,867.40
Liabilities .....	29,940,092.25
Capital and Surplus .....	6,622,575.15
Insurance in Force .....	\$93,534,191.06
Payments to Policyholders .....	2,392,156.74
Total Payments to Policyholders since Organization .....	\$ 29,176,871.91

JOHN G. WALKER, President

been appointed manager for east central Illinois with headquarters at Danville.

#### F. H. Sleeper

Frank H. Sleeper, supervisor for northern California for the Reliance Life, has resigned to become associated with a San Francisco bond house. Mr. Sleeper has been with the Reliance Life at San Francisco for the past 12 years and is well known for his activities in association work.

#### E. R. Hogg, Jr.

Edwin R. Hogg, Jr., has been appointed agency supervisor in Seattle and the state of Washington for the National Life of Vermont, according to announcement by DeWitt Clark, state agent. Mr. Hogg is a graduate of the University of Washington and has been in the life insurance business in Seattle for the past five years. New offices

have been opened at 1220 Second avenue.

#### Peyton H. Hoge

Peyton H. Hoge, Jr., has resigned as secretary and treasurer of the commissioners of sewerage at Louisville, and has been appointed manager of the ordinary department of the Prudential in Kentucky. He has been in his present position since 1919.

#### Life Agency Notes

The Des Moines Life & Annuity announces the appointment of M. J. O'Brien of Marcus, Ia., as special agent in northwest Iowa.

William G. Howard has been appointed district representative of the Penn Mutual for five counties in Iowa, with residence in Atlantic, Ia.

Gifford T. Vermillion, manager of Mutual Life of New York in Wisconsin, has announced the appointment of J. Lee Pillmore as district manager at Monroe, Wis., in charge of Lafayette and Green counties.

## EASTERN STATES ACTIVITIES

### ACCOUNTING NOW DEMANDED

Some Stockholders of the "Journal of Commerce and Commercial Bulletin" Declare Dividends are Decreased

Insurance men are interested in the litigation involving the "Journal of Commerce and Commercial Bulletin" in New York, inasmuch as it has the leading insurance news department of any daily paper in the country. The insurance editor is William S. Crawford, one of the foremost insurance editors of the country. Suit was brought in the way of a mandamus order directing the publishing company to submit all its books, accounts and minutes for inspection and examination. The petitioners are stockholders who claim that the profits of the newspaper have been dissipated gradually since 1921. The "Journal of Commerce & Commercial Bulletin" was incorporated in 1883, with an authorized capital of \$700,000. The affidavit charges that prior to March, Ralph R. Govin owned the majority of the stock and was its president. Mr. Govin died in March and his son, Ralph R. Govin, succeeded him as president. The petition then says:

"From 1907 up to and including 1921, dividends increased regularly year by year, until a dividend of 140 percent was paid in the fiscal year of 1921, ending June 30 that year.

"Thereafter and coincidental with the assumption of management of the defendant corporation by the Govin interests after the latter part of 1921, at which time Ralph R. Govin, deceased, was elected president and assumed control of the corporation there commenced a steady falling off of the dividends declared, to-wit, 44 percent in 1922, 40 percent in 1923, and 20 per cent in 1924. In 1925, a dividend on the common stock of only 4 percent was paid."

#### Cogsider Clergy Group

At the annual conference of the United Brethren Church recently held in Clarksburg, W. Va., a committee was named to work out a plan of buying a \$1,000 life policy for every clergyman. The conference is pledged to pay one-half of the annual premium cost and every minister is to pay his one-half out of his salary. There are about 100 clergymen in this conference.

#### Library for Life Underwriters

The Buffalo public library has installed in the offices of the Buffalo Life Underwriters a branch circulating library for the use of the association's members. The library is made up of books on insurance and its allied interests. Walter B. Sheehan, executive secretary of the underwriters, is official librarian of this branch, and is responsible for the books.

### HANDS WILL PROBABLY QUIT

Failure of Governor Groesbeck of Michigan to Secure Renomination Significant for Insurance

LANSING, MICH., Sept. 20.—Considerable significance for the insurance fraternity is seen in the defeat at last week's primary election of Governor Alex J. Groesbeck, who is seeking the Republican nomination for a fourth term. Mayor Fred W. Green of Ionia was the successful aspirant and, because of the one-sided political situation in Michigan, is regarded as the probable next governor. Whatever the outcome of the general election, in which Mayor Green will be opposed by William A. Comstock, the Democratic nominee, it appears probable that Commissioner Leonard T. Hands will face removal, as he is a Groesbeck appointee and was active in behalf of the governor's candidacy. The commissioner is appointed by the governor and serves at his pleasure.

#### Will Support Green

Commissioner Hands announced this week upon returning to Lansing from Detroit where it was understood he consulted with the governor, that he would not resign until the inauguration of the new governor but would support Candidate Green's campaign for election, put affairs of his office in good condition for his successor, and then step out along with his chief Jan. 1. Passing of Mr. Hands from control will be distinctly regretted by insurance men generally, representative spokesmen say, as he has proved one of the nation's outstanding commissioners. Appointed to the office in 1921, he has shaped the department's policy during a most epochal period and has been responsible for many changes most of which, it is conceded, have been for the betterment of sound insurance. Although the commissioner has made no statement as to his future plans, it has been rumored that he may accept a post with some life company in an executive capacity. Mr. Hands had had considerable experience as a life agent before joining the Michigan department.

#### Possibilities Are Mentioned

Should the new governor follow his predecessor's lead he would appoint First Deputy Commissioner Horace B. Corell to the position as head of the department. The peculiar character of the recent primary campaign, however, would seem to minimize the chances for advancement of one of the present department officials. Among the possibilities mentioned for the commissionership are former Senator Charles Scully, head of the Michigan Fire of Almont. Mr. Scully was an ardent Green supporter, and should the Ionia mayor be elected it appears probable that the mu-

tual official might be considered. While Frank H. Ellsworth, former commissioner under Governor Albert E. Sleeper, is hardly considered available for the post at this time due to his connection with the Michigan Surety of Lansing, rumor has it that he might, also, be considered if Green is selected by the voters. Other insurance men say the new commissioner will be chosen from Detroit where Mayor Green was given valuable political assistance by Mayor John Smith of the motor metropolis.

#### New Companies in Maine

The Monarch Life of Springfield, Mass., has been admitted to Maine.

The Equitable Life of Iowa has also been admitted to Maine and has appointed LeRoy B. Jordan of Portland as agency manager for the state.

#### Grange Life's Good Growth

The Grange Life of Lansing, Mich., has shown a notable growth during the current year and has tripled its field force, according to a statement last week by President N. P. Hull. Agencies are being established throughout the state in increasing numbers. Whether the company shall expand into other states has been left up to the president, it is understood, but Mr. Hull looks upon such a plan rather suspiciously, maintaining that there is still plenty of busi-

ness in sight within Michigan's limits without increasing acquisition costs and expenses generally by going outside of the limited field.

#### Talks Are Arranged

John C. McNamara of New York City, general agent for the Guardian Life, has arranged for a series of talks covering a period of 10 weeks starting Oct. 7. He has gathered a fine line of talent from outside companies, the speakers being as follows: Edward M. McMahon, National Life of Vermont; Clay W. Hamlin, Mutual Benefit Life at Buffalo; James Elton Bragg, vice-president, Manhattan Life; William L. Royall, New York Life; Ralph Sanborn, State Mutual Life; Frederick A. Wallis, Fidelity Mutual Life; Hugh D. Hart, Aetna Life; E. J. Berlet, Guardian Life at Philadelphia; Paul R. Wendt, Equitable Life of Iowa; Willard H. Cobb, New England Mutual; William R. Collins, Travelers.

#### Ohio National's Michigan Meeting

About 30 agents of the Ohio National Life operating in Michigan assembled at the state headquarters recently for a sales conference under the direction of N. E. Glassbrook, state manager. Methods of spurring sales were discussed and other matters considered.

## IN THE MISSISSIPPI VALLEY

#### TEST DEDUCTION OF RESERVE

##### Missouri Supreme Court Will Review Assessment on Funds Deposited With State Department

ST. LOUIS, Sept. 22.—A legal test of the long accepted right of the insurance companies operating in Missouri and having home offices in the state to deduct the reserves which the law requires them to maintain from their personal tax returns has been brought in the Missouri supreme court by counsel for the American National Assurance and the Missouri Insurance Company. The suits, which ask for a review of the arbitrary assessments of their personal property made by City Assessor Gehner of St. Louis and approved and sustained by the St. Louis Board of equalization appointed by Mayor Miller, were filed at Jefferson City Sept. 17. The assessments which have been questioned are for the 1926 taxes.

The companies contend that they are legally entitled to deduct their legal reserves deposited with the Missouri insurance department for the protection of their policyholders. On the other hand the city officials say that the law under which the insurance companies are granted such protection is unconstitutional and then arbitrarily placed an assessment of \$50,000 against each company although there is a very wide variance in their total admitted assets.

#### Guaranty Life Outing

The annual picnic of officers, directors and office staff of the Guaranty Life of Davenport will be held at the Spring Brook Country Club on Sept. 25. There will be a luncheon at noon and the afternoon will be given over to games and races. Dinner will be served in the evening, followed by dancing.

The annual sales session of the company will be dispensed with this year because the state meetings of the agents of the company have been held at various points during the season.

#### Des Moines Actuaries Met

The Des Moines Association of Actuaries held its monthly meeting last week. R. C. McCankie, associate actuary of the Equitable Life of Iowa, is president of the association.

#### NEW KANSAS CITY COMPANY

##### Anchor Life and Accident Licensed by Missouri Department—Will Start Business Oct. 1

KANSAS CITY, MO., Sept. 22.—A new life company, the Anchor Life & Accident, authorized by the Missouri department, will begin operation in this city Oct. 1. It has \$100,000 capital and is a legal reserve company. The officers are C. Dickson, president; G. W. Duvall, vice-president, and M. A. Dickson, secretary-treasurer. President Dickson was with the National Life & Accident for the past ten years, and previous to that was with the Metropolitan in this city for 13 years, having spent almost 25 years in the insurance business in this city. The Anchor plans to write industrial life, accident and health. Although it is authorized to write ordinary business, it will not concentrate on this line for the present. The home office of the company is at 305-6 New Center building, 13th and Troost.

#### PROGRAM BEING ARRANGED

##### Two Organizations Combine Their Effort so Far as the Educational Work Is Concerned

The Insurance Club of Chicago, which is composed of fire and casualty men, and the Insurance Council of the Junior Association of Commerce of Chicago have combined their efforts so far as their educational meetings are concerned. Benjamin Richards, manager of the Underwriters Service Association, is president of the Insurance Club and H. E. Bell of the Continental Assurance is president of the Insurance Council. On Sept. 28, Charles R. Street, vice-president of the Great American Fire, will speak in the auditorium of the Chicago Board in the Insurance Exchange. On Oct. 12, W. W. Williamson, manager of the Phoenix Mutual Life, will give the address. On Oct. 26, Hazen Aiken, home office representative of the Continental Casualty, will give a talk on "Accident and Health Insurance." Walter E. Webb, vice-president of the National Life U. S. A., will speak Nov. 9. On Dec. 7, D. C. MacIntyre, superintendent of the burglary and plate glass departments at the head office of the

*You may believe there is nothing new under the sun, but after considering our General Agency proposition you may not be so sure about it.*

**T**HE Gem City Life was organized in 1911. For over 15 years the company has had a steady and satisfactory growth. Old enough to have secured valuable underwriting experience—big enough to have financial stability—young enough to have high ideals and great ambition, and small enough to be able to maintain a personal contact with its agents. The Gem City Life is an ideal organization in which you will find all the good things you have been seeking in a company.

General Agency Openings in  
West Virginia, Georgia, Alabama, Louisiana, S. E. Ohio



## The GEM CITY LIFE INSURANCE COMPANY

Dayton - - Ohio

I. A. MORRISETT, Vice-President

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

#### Our Agents Have

#### A Wider Field—

#### An Increased Opportunity

#### Because we have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

## THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO

B. R. NUESKE, President

## OUR NINETY-FIRST BIRTHDAY

Ninety-one years ago, April 1, 1835, Massachusetts chartered the New England Mutual. This is the oldest Charter now existing.

The granting of this Charter had a vast significance, for it introduced a New Idea, which cleared the way for the present growth of Life Insurance.

#### THAT IDEA WAS MUTUALITY

## New England Mutual Life Insurance Company of Boston, Massachusetts



## HOW DOES THIS STRIKE YOU? THE GOLDEN RULE AGENT'S CONTRACT HAS BEEN RE- VISED AND IMPROVED

60% graded and one renewal right off the bat.  
5% extra for cash.

Bonus and additional renewals for volume.

Five renewals of 5% for a volume of \$25,000 paid personal production in any agency year.  
\$1.00 per thousand bonus and 10 renewals for \$50,000.  
\$2.00 per thousand bonus and 10 renewals for \$100,000.  
\$3.00 per thousand bonus and 15 renewals for \$300,000.  
\$4.00 per thousand bonus and 15 renewals for \$600,000.

### Automatic Promotion—Vested Renewals—Unrestricted Territory and the Right to Appoint Other Agents

Their volume is combined with yours, and YOU receive the bonus and renewals for which you qualify and they fail to qualify on their business.

There is our whole wonderful agency proposition in a nutshell.

### The Policies You Would Sell Are Equally Attractive

You have heard of PERFECTED ENDOWMENTS which are Ordinary Life with endowment additions and return the savings in addition to the face of the policy in the event of death. You should also investigate

### The Preferred Risk \$5,000.00 Special

Ordinary Life—\$5,000—Age 35—Premium \$106.50  
Dividend \$17.25—First Year Net Cost—\$89.25  
or \$17.85 per thousand  
Contingent upon payment of the second premium

Compare out net cost with that of your favorite company or with Government Insurance. You have a surprise coming

AND THE END IS NOT YET!

## The Columbus Mutual Life Insurance Company

580 E. Broad Street

Columbus, Ohio

C. W. Brandon, President D. E. Ball, Vice-President and Sec'y.

## We have opportunities for Agents in Arkansas, Illinois and Iowa

### International Life & Trust Company

Home Office: MOLINE, ILLINOIS

## THE SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, PRESIDENT

WITH

Insurance in Force.....Over Fifty Million  
Assets.....Over Six Million

AND THAT HAS

Paid Policyholders since organization.....Five Million

WANTS—General Agents and Managers in 17 states

Contract—Commissions or commissions and expense allowance

Address S. W. GOSS, Vice-President, 134 N. La Salle St., Chicago, Ill.

Continental Casualty, will speak on his specialty. The Junior Council is composed of the younger men in all lines of insurance.

### NEW COMMISSIONER LIKELY

Milton A. Freedy Mentioned as Possible  
Successor to Olaf H. Johnson in  
Wisconsin Post

MILWAUKEE, Sept. 22.—With the victory of Fred Zimmerman as candidate for governor in the recent Wisconsin primaries, which means almost certain election in November, conjectures are being made as to who will be given the various appointive positions in the state capital if Mr. Zimmerman is elected. The machine which has ruled Wisconsin for years was considerably weakened by the failure of Herman L. Ekern, who was one of Mr. Zimmerman's opponents, to attract sufficient votes in the primaries to bring him near Mr. Zimmerman's total, despite the fact that Governor John J. Blaine won the nomination for United States senator.

The breaking-up of the so-called Madison ring, which Mr. Zimmerman pledged during the campaign to dispose of, will cause an upheaval in the state offices. Among those slated to go when the unexpired term which he is filling now expires in July, 1927, is Insurance Commissioner Olaf H. Johnson. He was deputy commissioner under W. Stanley Smith, who resigned June 1 to enter the governor's race, and was appointed to succeed Mr. Smith by Governor Blaine. Commissioner Johnson has been associated with the Blaine-Ekern regime during his term in the Wisconsin legislature, and was floor leader for Gov. Blaine in the senate.

### Freedy Suggested for Post

Opinions in Milwaukee regarding a possible successor to Commissioner Johnson point to Milton A. Freedy, special agent in Wisconsin for The Phoenix of Hartford. There are a number of insurance men who believe that Mr. Freedy will be the choice if Mr. Zimmerman should be elected. It is said that Mr. Freedy has stated he is not a candidate. He could not be reached for an expression regarding his possible appointment.

Mr. Freedy has been in the insurance business for years and has the qualifications for the position. He is popular and well liked by the fire insurance fraternity, has a wide acquaintance throughout the state, and his appointment

would be met with favor by his many friends. While no move will be started on his behalf until after the November elections, it is probable that with the election of Mr. Zimmerman the insurance men will make it known to him that they would like to see Mr. Freedy appointed.

The plans of former Commissioner W. Stanley Smith are not known. Mr. Smith failed to attract sufficient votes at the primary to make him a possible independent candidate for governor in the November election. He is pleased, however, over the defeat of H. L. Ekern, according to reports current here, and some regard his candidacy in the primary as damaging to Ekern as Smith drew votes which might have gone to his political enemy.

### Announce Wisconsin Banquet Speaker

MILWAUKEE, Sept. 22.—Charles Milton Newcomb, nationally known as a humorist, will be one of the speakers at the banquet which will close Wisconsin Insurance Day, Oct. 20. Claris Adams, secretary of the American Life Convention, will be toastmaster.

The address of welcome will be made by Commissioner Olaf H. Johnson. He will be followed by Edward C. Stone, Boston, United States manager Employers' Liability. The next speakers will be a prominent life insurance man and a representative of the mutual fire insurance companies, neither of whom have been announced yet pending their definite acceptance of the invitation.

Speakers in the afternoon include J. A. O. Preus, ex-governor of Minnesota and now in the insurance business in Chicago; George G. Bulkley, president Springfield Fire & Marine; Joseph R. Wilson, Baltimore, manager development department Maryland Casualty, and Ben Poss, counsel for Equitable Fraternal Union, Neenah, Wis.

### Is Now Central West Life

The Central West Life of Topeka is the new name of a company organized some months ago. The original name of the company was the Metropolitan National Life. Under the state corporation laws there cannot be two companies of the same name organized in Kansas but this does not apply to foreign corporations and there may be similarity of names so far as foreign and domestic corporations are concerned. There have been several conferences between officers of the Metropolitan Life of New York and the Metropolitan National Life of Topeka since the charter was secured and a few days ago the Metropolitan National filed an application to change its name to the Central West.

## IN THE SOUTH AND SOUTHWEST

### HELD BY AGENT'S KNOWLEDGE

Court Says Company Is Liable if Salesman Knew That Applicant Was in Ill Health

Knowledge of Agent of Ill Health of Applicant for Life Policy Held Imputed to His Company.—In Security Life vs. Woods, Supreme Court of Oklahoma, 247 Pac. 356, a policy was issued to the father of the plaintiff. The plaintiff made the application and at this time,

it appears, she informed the agent that her father was a paralytic though he was up and around. The insured died within six months after the issue of the policy. The company denied liability on the ground that there had been false representations in the application relative to the health of the insured.

The trial resulted in a judgment in favor of the plaintiff. On appeal the higher court in holding that the knowledge of the agent of the physical condition of the insured should be imputed to his company and in affirming the judgment said:

"The contention is that knowledge of the soliciting agent of such facts as would work a forfeiture of the policy is not imputable to the defendant and some decisions from other states are cited which sustained that contention, but this court has decided to the contrary."

Following the above statement of the law, the court quoted from Security Benefit Association vs. Green, 103 Okla., 284, as follows:

"The agent, who is acting within the scope or apparent scope of his authority in asking the applicant questions about his health, and in writing down the an-

swers, is presumed to know what his principal desires. The agent who prepares the application for insurance from the answers of the applicant, which he declares to be satisfactory and receives the premium for the insurance binds his principal by the delivery of the contract of insurance. The insured had the right to believe, under the circumstances, that the contract he is receiving from the company gives him the indemnity for which he has paid his money. The acts of the agent will operate as an estoppel against the principal to plead the erroneous answers as false representations by the insured."

Then in conclusion, the court said: "After reading and rereading the entire record, we think the requirements of the law were substantially complied with, and the judgment is affirmed."

#### Texas Commissioner Confirmed

The Texas senate in special session has confirmed the governor's nomination of R. L. Daniel as commissioner of insurance. It was said that the confirmation vote was practically unanimous. Mr. Daniel was appointed commissioner last October to succeed John M. Scott, whose term had expired. His term will expire Oct. 1, 1927.

#### Lovelace School Ends

Friday, Sept. 24, will be commencement day for the Lovelace school of life insurance underwriting at Oklahoma City.

#### Law on Junior C. of C. Board

Russell Law, general agent for the Northwestern Mutual Life, in Oklahoma City, and vice-president of the Oklahoma Association of Life Underwriters, was elected on the board of directors of the Junior Chamber of Commerce of his city.

## PACIFIC COAST AND MOUNTAIN FIELD

### LINCOLN LIFE AGENTS MET

Over 200 Agents Gathered in Colorado for Annual Conference and Outing

More than 200 agents of the Lincoln National Life of Fort Wayne attended the national convention of the company in Colorado, Sept. 13-20. The convention commemorated the 21st anniversary of the Lincoln National Life which was organized in 1905. Agents who qualified for making the trip were required to write and pay for \$150,000 of business during the past year with the privilege of taking their wives as the guests of the company through the additional delivery of \$250,000 of business.

Tuesday was spent in a trip to the top of Pike's Peak with a journey through the Garden of the Gods and other scenic points at Colorado Springs. Dinner was served at the Broadmoor hotel. The remainder of the week was spent in Rocky Mountain National park near Denver.

On Wednesday evening there was an informal banquet at the Stanley hotel in Estes Park. W. T. Shepard, vice-president and manager of agencies acted as toastmaster. The principal address was made by President Arthur F. Hall, who reviewed the history of the Lincoln National Life during the 21 years of its

existence. Other talks were given by "Joe" Mills, noted Colorado naturalist, and Assistant Superintendent of Agencies Verlin J. Harrold. Features of the sojourn in the heart of the Rockies were sightseeing trips, special entertainments and a ladies' night program.

#### Goes on Agency Trip

J. De Witt Mills, secretary of the Continental Life of St. Louis, has gone on a tour of the far western states, including California, Washington, Oregon, Idaho and Utah.

#### Held Regional Meeting

The Reliance Life last week held a regional meeting of its western agents in San Francisco. Angus Allmond, superintendent of agencies for the western division, was in attendance.

#### Harrop Heads C. of C. Committee

James H. Harrop, local manager of the Equitable Life, at Salt Lake City, has been chosen chairman of the new insurance committee of the Chamber of Commerce-Commercial Club. The committee has 24 members, and is one of the strongest committees on insurance the organization has ever had. Most of its members are widely known in intermountain insurance circles, in fire, life and casualty business.

## IN THE ACCIDENT AND HEALTH FIELD

### AUTOMOBILE DEATH LOSSES

Increases in Mortality Are Shown in the Statistics of the Hartford Accident & Indemnity

About 90 field men and special representatives of the Hartford Accident & Indemnity were at the home office in the early part of this month for a meeting. Company problems and plans were discussed. Ralph Ferson of the accident and health department, emphasizing the increase in automobile death losses, said that in the period from 1914 to 1920 only 19 percent of the Hartford's death losses were due to automobile accidents while in the period from 1921 to Aug. 31, 1926, 38 percent of the accidental deaths paid for by the Hartford were due directly to the automobile.

The Hartford has been disappointed in results obtained from the sale of its \$5 automobile accident policy. This policy was placed on the market in the expectation that it would be freely sold and that those who bought would serve as prospects for additional accident insurance. While agents of the Hartford have sold the \$5 policy itself, it appears

that these policy holders have not been written for additional insurance.

#### Claim Men in Conference

A three-day conference of home office and regional claim department heads of the Pacific Mutual Life was held in Chicago this week. There were five present from the home office, Rich J. Mier, vice-president in charge of the accident department; George H. Gregg, assistant secretary and superintendent of claims; Douglas E. C. Moore, assistant attorney; J. W. McLeod of the claim department, and Ray G. Scofield. Robert R. Harrold, general claim representative with headquarters in Chicago, was also present, as well as the managers of each of the company's regional claim offices. The conference was for the purpose of talking over field problems and unifying the work of the claim men throughout the country.

#### Held Liable for Old Claim

ST. PAUL, Sept. 21—With the payment of a claim for approximately \$900 against the Central Business Men's, the Great Northern Life has brought to an end a test case involving the liability of a company for payment of the claims against another taken over by it. The case reached the courts when the Great Northern Life asked for a restraining

# Your Prospect's Future is the same as your own

When you line him up for the policy he wants, and the policy he needs, you have made a staunch friend, and contented customers mean repeat orders in insurance as well as other lines of business. Sell this contract:

Any natural death.....\$5,000  
Any accidental death.....10,000  
Certain accidental deaths.....15,000  
Accident Benefits \$50 per WEEK.  
(Non-cancellable)  
Also Disability Income, Waiver of Premiums, etc.

## ALL IN ONE POLICY

You can see how worthy such a contract is in the hands of a progressive agent and we invite you to give serious consideration to the United Life "Policy You Can Sell."

There may be an opportunity in your town. Our Vice President, Eugene E. Reed, will tell you all about it. Write him direct . . . and directly.

# UNITED LIFE AND ACCIDENT INSURANCE COMPANY

Concord New Hampshire

## Inquire!

## A Loyal Efficient, Agency, Corps

Back of the success of a life insurance company is a force of enthusiastic men and women in the field, following a vocation they like and serving a company in which they have confidence and pride. Their value to their respective communities and their own individual success stand upon the service their company renders to its constituent members—the proving test.

The Mutual Life of New York, the first American legal reserve mutual life insurance company, has for eighty-three years met the proving test of service to its members. Today, this Company's high prestige accorded to public service and achievement is upborne and carried on by loyal, efficient and contented field workers.

They have unsurpassed contracts and facilities to offer to their public—all standard forms of insurance (ages 10 to 70) and annuities, both for men and for women; Disability and Double Indemnity Benefits; policy loans in branch agencies, and all other features of service the Company deems justified.

They take a pride in building greatly upon a great past—a loyal, efficient agency corps successful for the Company and for themselves.

Those who contemplate life insurance field work as a vocation are invited to write to

**The Mutual Life Insurance Co.**  
of New York  
34 NASSAU STREET  
NEW YORK, N. Y.

## Going Up!

When an old established company, resting solidly on one of the strongest financial foundations to be found in life insurance, begins to grow, it usually moves upward by leaps and bounds. Unusual opportunities are then created for the representatives of that company. With them it is a case of "being in on the ground floor," for the company's success is their success, and as the company grows so do they.

Backed by its great financial strength, The Guardian has enjoyed an unusual growth in these past several years. Our new business in 1925 was nearly 30% better than 1924, a gain of about three times greater than the average. For the first half of 1926 our gain was 25% over the same period of last year, or twice the general average for all leading companies. This is a gain of about 62% over the first half of 1924.

These figures tell the story better than anything more we could say, except that The Guardian does not mean to stop there. Men of the right calibre will find their opportunities with us.

T. LOUIS HANSEN, Vice-President

**THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA**  
Founded 1860 under the Laws of the State of New York  
50 UNION SQUARE, NEW YORK



order prohibiting the insurance department from cancelling its license because it had failed to pay a judgment against the Central Business Men's, which some time ago was taken over by the Great Northern. The court held that the latter company was liable for the judgment and it was thereupon paid.

#### Littlejohn's New Company

The Illinois department has issued a certificate of association to the American Benefit Casualty of Springfield, Ill., an assessment accident and health company. A. C. Littlejohn, well known in insurance promotion circles, is back of this organization.

#### Agency Plant Growing

The American Underwriters Health & Accident of Peoria, Ill., which started to write business in April, 1925, is now extending its agency plant. This is a mutual company. The president is J. Y. Bryan; vice-president, Gordon H. Bryan, secretary and treasurer, G. C. Lippard. The company has about 1,500 policies in force and issues a limited form of policy which sells for \$15 a year.

#### McGlaun Makes Change

George F. McGlaun, operating as the McGlaun Agencies, who has had charge of the accident and health business of the American National of Galveston for the past 15 years, has joined the American Bankers as superintendent of agents, covering all of the southeastern and southwestern states, south of Pennsylvania, Ohio, Missouri and Colorado.

#### Rules Out Holdup Policy

The Ohio insurance department has ruled that the Standard Accident cannot sell its accident holdup policy in the state because of the Ohio workmen's compensation law. This accident holdup policy offered accident insurance to cover employees engaged in delivering funds or bonds and securities, the premium to be paid by the employer.

#### Hold Three for Claim Fraud

Preliminary hearing has been given A. A. Smith, agent, Henry Dahlstrom, sub-agent for the Mutual Benefit Health

& Accident, and Chester Thompson, a claimant, arrested on a charge of conspiracy on information filed by W. E. Cox, inspector for the company, at Mason City, Ia. The three men waived to the grand jury and bond was set at \$500. The charge came as result of a claim for damages made by Thompson for an accident on which fraudulent claims were presented. The three men are charged with conspiracy to defraud the company.

#### Will Honor Walter Barr

October will be Barr month for American Liability producers. There will be a special business campaign for both automobile and accident and health premiums in honor of Walter A. Barr, agency supervisor of the company. A bonus on new business written is to be offered for those who produce a minimum amount of premiums.

### NEWS OF FRATERALS

#### WARNS OF MODERN FEATURES

Commissioner Dumont of Nebraska Cites Danger of Fraternal Expansions

LINCOLN, NEB., Sept. 22.—A plain warning to the Supreme Forest of the Woodmen Circle, the women's organization of the Woodmen of the World, was given by Commissioner John R. Dumont, speaking at a public affairs luncheon welcoming them to Omaha, that they do not step out of their own particular sphere of insurance because there may be more disadvantages than advantages.

Mr. Dumont said he had noted in the report of the organization that a restless feeling permeates the ranks, a sort of desire to broaden the field of insurance covered, and he thought it was well to discuss it. He outlined the foundation principles of the fraternal system, stressing the special features of

a social and personally helpful character found in no other kind of insurance, and complimenting the fraternal on having the courage to face the rate situation and the ability to correct mistakes. All of those now domiciled in Nebraska are in fine financial condition, he said.

"Let me be specific," he added. "I have read the arguments advanced in your conventions advocating group insurance and closed policy contracts for fraternal. I do not say that these should be denied to you, but let us consider a minute. Think what you have all been through in recent years in establishing more adequate rates. Then remember that the national fraternal congress rates never contemplated cash surrender values, loan values or extended insurance. What selection would you get in group insurance? What about the medical examination and above all the social, fraternal and charitable side which is now the result of the lodge system.

"It is only natural to be looking for

new worlds to conquer. You see what some others are doing and wonder why you cannot do likewise. Are you familiar with the grief many of the life companies have had since they attempted to slip over into the field of accident and health? There are other similar situations that emphasize that caution should be exercised in making radical changes."

#### Fraternal Had Meeting

OMAHA, NEBR., Sept. 22.—Two hundred and fifteen field representatives of the Supreme Forest Woodmen Circle, representing 41 states, were in Omaha last week to attend the annual convention. A chamber of commerce public affairs luncheon, at which John R. Dumont, insurance commissioner of Nebraska, was the principal speaker, was given Thursday noon. Delegates attended a dinner given by the Greater Omaha committee at the Fontenelle that evening.

### NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

#### CHANGES BY PHOENIX MUTUAL

Announce Number of Revisions in Policies Offering More Liberal Conditions to Policyholders

The Phoenix Mutual Life, which for a number of years has had in its policy a provision for a premium deposit bond, has improved the clause to allow the assured to create one fund for all his policies with the company. Under the old plan, if the insured had two policies with the company and was depositing a premium reserve on each, he could not pay the premium on one out of the fund accumulated for the other without a great amount of detail. The agreement provides that the company will accept deposits for premiums to become due, of at least \$5 at any one time, and will credit interest to such a fund annually according to the rate earned by the company. After the fund has become sufficiently large, if the assured does not pay the premium or interest on his policy at the specified time, the company will deduct the necessary amount from the premium deposit fund. If the fund becomes large enough to convert any policy incorporated under it into a fully paid policy, the change may be made at the request of the insured, and if the fund becomes large enough to convert all policies incorporated under it, the action shall be taken by the company without request of the insured, and premium payments cease.

#### Increase Disability Limits

To meet the need for larger amounts of disability "B" which presumes disability permanent after six months, the company will now write up to \$50,000 on life and endowment plans on especially favorable cases. The previous limit was \$25,000. Higher types of executives and certain groups of professional men with established incomes from their vocations will be considered for these larger amounts, providing that such incomes have been earned for a period of five years; that the total disability protection carried and applied for in all companies does not exceed one-half of the earned income; that such total income protection does not exceed \$15,000; that the investment income is not sufficiently large to render retirement from active life easy, thus creating an adverse disability selection against the company; that the occupation gives promise of future stability. No cases which are susceptible to a greater likelihood of retirement after age 53 are eligible for the larger amounts of dis-

ability "B" protection. Among the occupations eligible for the larger amounts are: architects, bank officials, editors, electrical engineers (non-hazardous), investment brokers, well established; lawyers, manufacturing executives, publishers, salaried executives of well established mercantile and industrial enterprises. Among the occupations not qualifying are: artists, authors and writers, farmers and planters, dentists, lecturers, physicians, motion picture people including producers and promoters, musicians, real estate dealers and teachers. The company still keeps a maximum of \$25,000 for disability "C" and also for term or protective insurance with disability "B." The company will consider the issue of double indemnity up to \$50,000, to applicants of satisfactory and stable occupation.

#### Has New Retirement Policy

The Phoenix Mutual also announces that it will issue a retirement income policy maturing at age 60 or 65. A \$10,000 contract on this plan will provide in event of death before maturity \$10,000 or the cash value, if the cash value should be greater than \$10,000, or any regular settlement option available for the beneficiary; or at maturity of the policy, the insured may elect to take \$100 per month for life, payments to be made for 100 months whether the assured lives or not, or the assured may take the cash surrender value of \$13,500 for retirement at age 60, or \$12,000 for retirement income at age 65, or the cash value may be applied under any of the regular settlement options. Included in every contract is a special option whereby at the end of a given year the retirement income policy may be surrendered for a fully paid life contract for the full original face value. Double indemnity and disability benefits will be issued in connection with these policies and will contain the same provisions as the regular policies except that the disability benefit does not contain any provision for maturing the contract at age 60 in event of total or permanent disability. Following are samples of the premium rates and estimated first dividends for this policy on male lives:

Age	—End. at 60—		—End. at 65—	
	Annual Prem.	1st Div.	Annual Est.	1st Div.
15	20.18	2.18	17.20	2.24
20	23.55	2.26	19.61	2.32
25	28.08	2.34	22.79	2.45
30	34.38	2.45	27.07	2.60
35	43.50	2.51	33.00	2.73
40	57.54	2.22	41.57	2.54
45	81.33	1.84	54.70	2.37
50	129.28	1.15	76.77	2.19
55			120.51	1.68

When issued on female lives the income at maturity is the same, but the

**A sales organization without co-operation is like a fiddle with one string—lots of noise, but not much music.**



**A** N agency connection with Mutual Trust is backed by a genuine plan of cooperation. In addition to a "tool kit" equipped with all that is good in life insurance, Mutual Trust agents have the advantage of a free Direct-by-Mail lead service. Get all the facts and see for yourself.

## MUTUAL TRUST LIFE INSURANCE COMPANY

CARL C. PETERSON, Vice Pres.  
A. E. WILDER, Director of Agencies

The Chicago Temple, Chicago

cash value at maturity is larger, viz: \$1,470 under the retirement income at 60 and \$1,300 under the retirement income at 65. The premiums for female lives are slightly larger than those quoted above.

#### EXTENDS NON-MEDICAL LIMIT

##### Detroit Life Gives Some Interesting Information as to the Method It Will Follow

The Detroit Life announces that it has extended its limits on non-medical life insurance to \$2,000. It started with \$1,000. The age limit is 45 years. Non-medical insurance can be written on any plan except term. Double indemnity and disability benefits may be included in the policies. Hereafter no agent who has not been with the company for at least three months will be permitted to write non-medical applications. The company states that this condition has been imposed for the reason that its experience demonstrates that a new agent has not the proper judgment in selecting applicants properly. It is also required that before an agent can become entitled to write non-medical applications he must first have written a minimum of \$25,000 of paid for insurance. Brokers and agents who are representing more than one company will not be permitted to submit non-medical applications. A fee of \$2 to cover the cost of inspection will be charged to the agent on all not taken policies written on this plan.

#### LOCAL ASSOCIATIONS

**Cincinnati**—L. A. Greene, a student in the commercial engineering course at the University of Cincinnati has been made the first paid secretary of the Cincinnati association. He has not been connected heretofore with the life insurance business. He will continue his studies at the university, giving special attention to such subjects as will aid him in his work as secretary. For the first few weeks Mr. Greene will spend his time making the acquaintance of members and prospective members. Next month the membership committee will make a special effort to increase membership. The Cincinnati association will continue the office of secretary to be held by one of its own members and Mr. Greene will act as the executive secretary.

**Houston, Tex.**—"A Lawyer's Impression on Life Insurance" was the subject Thursday of Judge Claude Pollard, attorney general elect, before the regular September meeting of the Houston association. In his years of law practice Judge Pollard has come in contact with life insurance and life insurance men many times and his discourse was declared to be one of the most impressive and enlightening delivered in the city for many a day.

**Sioux City, Ia.**—At the first fall meeting arrangements were made to have a sales congress. Questionnaires were

sent to members asking their views as to how monthly meetings should be conducted.

**Baltimore**—The first fall meeting of the Baltimore association will be held Oct. 12.

**Davenport, Ia.**—Guy D. Doud of Seattle was the speaker before a recent meeting of the Davenport association. Mr. Doud was engaged in the life insurance in Davenport until a year ago, when he entered the business in Seattle.

**Omaha**—Mansur B. Oakes, president of the Research & Review Service of Indianapolis, will address the opening meeting of the Omaha association Sept. 25. Other speakers will include C. Petrus Peterson, attorney for the Bankers Life of Lincoln. John L. Kennedy will preside as toastmaster.

#### WITH INDUSTRIAL MEN

##### Public Savings Changes

Three additional changes in the field force of the Public Savings of Indianapolis are announced by officials of the company. R. C. Musselman, superintendent in Detroit, has been transferred to another superintendency in the same city. H. Hoover, agent at Akron, O., has been promoted to superintendent in Toledo, O., while L. Moberly, agent in Akron, has been promoted to superintendent.

Recent changes in the field by the Public Savings are:

Superintendent G. W. Gonterman, Warsaw, Elkhart District, is transferred to Seymour, Columbus (Ind.) district.

Agent C. Derrickson, Elkhart, Ind., is promoted to superintendent at Warsaw, Ind.

Agent H. C. Williams, Louisville East, is promoted to superintendent.

Manager H. W. Staab, Indianapolis South, is transferred to take charge of the Hamilton (Ohio) district.

Manager W. A. McGath, Fort Wayne, is transferred to take charge of the Indianapolis South district.

Manager W. A. Smith, Hamilton, Ohio, is transferred to take charge of the Fort Wayne district.

Superintendent W. O. Walker is transferred from Detroit 1 to Detroit 4.

Agent W. N. Lindsey, Detroit 4, is promoted to superintendent of newly-created superintendency.

Superintendent T. C. Swaisgood, Mansfield, Ohio, is promoted to manager at Piqua, Ohio.

Agent J. F. Tarkington, Mansfield, Ohio, is promoted to superintendent.

##### Fidelity Mutual Lays Cornerstone

The cornerstone of the new building of the Fidelity Mutual Life in Philadelphia was laid last week. President Walter LaMar Talbot officiated. The officers of the Leaders Club, the organization composed of the leading field men of the company, assisted Mr. Talbot. An address was made by Frederick A. Wallis, manager of the company's New York office, and commissioner of corrections in that city.

## AMERICAN LIFE REINSURANCE CO.

#### OFFICES

DALLAS, Home Office Building  
CHICAGO, 29 S. La Salle St.

Prompt Service From Both Offices  
Maximum Security to Treaty Holders

A. C. BIGGER  
President

C. W. SIMPSON  
Medical Director

MORTON BIGGER  
Secretary

BERT H. ZAHNER  
Chicago Manager

## ACACIA MUTUAL LIFE ASSOCIATION

Insurance in Force.....Over \$210,000,000  
Assets .....Over \$ 17,000,000



#### THE IDEAL POLICY

The low initial premiums of the stock company, combined with the dividends of the mutual. A privilege a Master Mason cannot find elsewhere.

Acacia representatives place more insurance per agent than the salesmen of any other company.

Renewals based on volume of business—not on premiums collected

If you care to better your position, write to

WM. MONTGOMERY, President, WASHINGTON, D. C.  
Homer Building, 601 13th Street, N. W.



## THE CENTRAL LIFE INSURANCE COMPANY

Fort Scott

Kansas

Oldest Kansas  
Company

Agency Openings in  
Kansas, Missouri and  
Arkansas

## The Western and Southern's Half-Billion Dollar Year

The incentive of reaching the mark of *Half a Billion* of life insurance in force during 1926 has accelerated production by The Western and Southern field force to such a degree that the Company is now experiencing the most prosperous period in its thirty-eight years of existence.

## The Western and Southern Life Insurance Company

W. J. Williams, President

HOME OFFICE: CINCINNATI, OHIO



## Western Reserve Life Insurance Company

MUNCIE, INDIANA

### Old Line Legal Reserve Company

Operates in Indiana and Ohio

**Wanted: A few General Agents  
in each State.**

Service to Policyholders Unsurpassed

## THE COLUMBIAN NATIONAL LIFE INSURANCE COMPANY

BOSTON, MASSACHUSETTS

Arthur E. Childs, President

Columbian National Agents can  
offer the best in

**LIFE, ACCIDENT, AND HEALTH INSURANCE**

Columbian National Policies  
make selling easier

Policies backed by one of the very strongest companies in the country, having ample capital, surplus and highest standard of reserves. Exceptional opportunity is offered to salesmen of character and ability. Communicate at once with  
AGENCY DEPARTMENT,  
77 Franklin Street, Boston.

## SOME DISAPPOINTMENT OVER THE CONVENTION

(CONTINUED FROM PAGE 3)

Sales Congress; for if 1,500 were registered at Atlantic City, and probably they were not, at least 200 must be lopped off as wives of delegates and guests. Even those not in favor of this kind of an article will not seriously contend that the attendance at Atlantic City even approached expectations, and those thoroughly honest will admit that they were rather stunned by the small turnout.

There is no disposition to criticize Atlantic City or the arrangements. The one serious mistake made, and one of the things that operated to reduce the attendance at all sessions, was the establishing of hotel headquarters at the Traymore Hotel. The Traymore is more than a mile up the boardwalk from the Steel Pier, where nearly all of the sessions were held. Another hotel should have been selected. The Chalfonte-Haddon Hall, for example, is nearly opposite the Steel Pier, and would have been most convenient. From the Traymore the delegates had to walk or be wheel-chaired so far that they were always late (every session on the Steel Pier was 45 minutes behind schedule) or they did not come at all.

### Program Not Perfect

But the real trouble was not with Atlantic City or the arrangements, but with the program itself. There was too much of it, and it was too uninterestingly offered. Many of the big men who came read their papers. Others of great importance in the business had an extremely poor platform manner and delivery. A high place in the business can not win applause for a man who does not know how to "put it over" from the platform. It was nothing short of astonishing to discover that some of the biggest figures in life insurance can do nothing more than read their public addresses in a monotonous and unvarying key. It was evident that many of them had been given their places on the program because of their reputations and important and valuable contributions to the business, and not all because of their ability to capture and hold an audience.

An annual convention of the National Association of Life Underwriters should

be held primarily for the purpose of demonstrating to those present how and where to sell more life insurance. Anything else should be a side issue. Leading luminaries of the business should not be put on the program merely because they have established a reputation. No time should be taken up in discussing how to organize local associations or how to conduct local association meetings. That is routine and can be handled by national and local association officers during the year. In considering a speaker, the questions should be only, "Can he tell us something new and practical on how and where and when to sell life insurance, and can he tell it interestingly and enthusiastically?"

### Uninteresting Presentation

No manuscripts should be read. A few years ago at National Association meetings they weren't and the speakers at those meetings held their audiences. A life insurance man, who is above all things enthusiastic, who cannot get up and tell other life insurance men how he does it without reading from a prepared paper is the wrong kind to have as a speaker, and he will not arouse or benefit any audience that has to listen to him. The vital, galvanic, intense speaker will make his audience understand what he means and what he thinks, and he will not stop to ponder during the course of his talk whether he is employing just exactly the right phrase with which to express himself. His very enthusiasm and sincerity of manner will carry his message to his hearers.

The National Association meetings have become somewhat like three-ring circuses. There are, on some days, sessions in the morning, afternoon and evening. This is too much. No one can attend all three sessions and absorb and retain everything of benefit heard. In fact, the real criticism, the one that touches the root of the whole matter, is that for several years too much has been put on these National Association programs. For two years the meeting was extended over four days. This year it was cut down to three, but there were night sessions. The annual banquet should be eliminated. It is productive of no good, lasts four hours, and wears out the patience of those who are in attendance.

To boil it down to a paragraph, the programs have been giving too much, but not enough of what is needed and wanted. This year and in other years too much time has been consumed in speeches designed to "sell" the life insurance business to those present. They don't need to be sold. They are in the business already, believe in it thoroughly, but want to learn how to improve their selling ability. Dignitaries and super-salesmen should be on the program only if they can provide what is wanted and for no other reason. Let the right kind of a program be prepared and carried out, a program that offers what is really wanted, and they need never again be so ashamed of their registration figures that they will not give them out.

## Grange Life Insurance Company

Lansing, Michigan

N. P. HULL, President

NET ASSETS HIGH

INVESTMENT RETURN HIGH

POLICY VALUES HIGH

OVERHEAD LOW

If ambitious, look us up. You'll find an unusually substantial record and liberal policy toward salesmen and sales organizers.

## New Policy

Disability Benefits of \$15.00 per \$1,000.00

Waiver of Premium

Broader Double Indemnity Clause

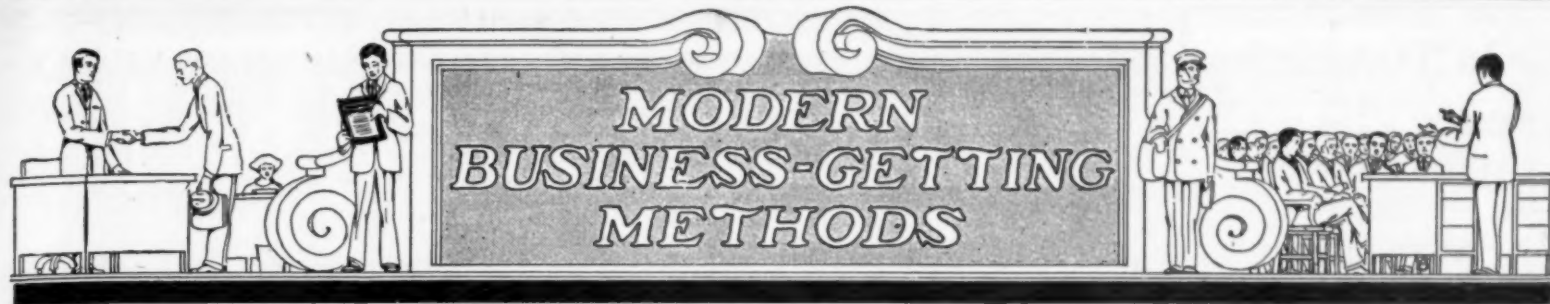
Loans at end of Second Year

*The Manhattan Life*  
INSURANCE CO.

66 BROADWAY

NEW YORK

ORGANIZED 1850



## Suggestions as to the Interviewing of Strangers Given by U. C. Upjohn, Who Has Made a Success of Such Work

**U. C. UPJOHN**, assistant manager of the Chicago agency of the Union Central Life, spoke on "Interviewing Strangers," before the recent convention of the Union Central Life at Atlantic City. The following are some of his practical ideas.

### Value In Learning to Interview Strangers

"Since coming with the company, I have been looking for the man who can successfully interview 'strangers,' declared Mr. Upjohn, "and I haven't found him. When I was selling life insurance that is all I ever knew how to do. I don't know whether it would be better to tell you how to solicit strangers or simply to convince you of the value of soliciting them.

"I don't suppose there is any life insurance agent who doesn't occasionally have the experience of finding himself out of names of people whom he knows before the end of the day. Sometime when that happens to you start in on a stranger and see what happens. The

fellow sitting next to you in the street car may be a better prospect than some man on your prospect list.

### Made Own Record By Soliciting Strangers

"I am going to give you some personal experiences. They won't be of any value to you in making actual sales but you may get some ideas out of them.

"When I started selling life insurance in Chicago 21 years ago I had no friends in that city. Therefore, I started a campaign of acquaintance. Try it sometime. It is the finest thing in the world to limber up the tongue. I started out to interest strangers in a proposition which every stranger said he was not interested in. It was fascinating.

"Now don't think I am going to tell you how to sell strangers on the first interview. I never could do that. My first interview is usually brief.

"Most of my lessons have been learned watching vaudeville shows. Sometime when your manager tells you not to go

to the show but to go out on the street go against your manager and go into a vaudeville show. It is a great education, if you think about the men who are performing for you. It was a vaudeville show that helped me most in solving my problem of how to interview a stranger.

"After seeing a number of shows I finally realized that every performer had his own box of tricks. Every box of tricks was different but every performer had a box of some kind. I decided that if I was going to interest the public it was up to me to get a box of tricks to make the stranger think that I was a great life insurance man—which I knew I was not. Here are some of the tricks which I put in my box.

### Reversed Usual Thought On Change of Age

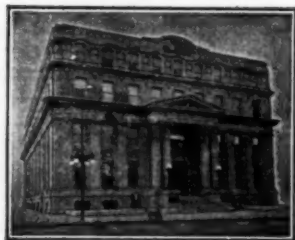
"Almost every life insurance agent capitalizes on the idea of change of age. I had to get something different. Therefore, I told every stranger that I met that there was nothing in this change of age stuff. I showed him that under a 10 payment life issued at age 50 he would deposit for a policy paid-up at age 60 less money than under a 20 payment life issued at age 40 and paid-up at the same age. Better than that, I showed him that what he was buying

was protection for his family after he was gone, and that after he was gone the face value of the policy would be the same no matter at what age he took it. From the standpoint of the beneficiary, I told him, your age changes every day.

"Here was my second box of tricks. I discovered that among laymen there were many who could not understand why the second dividend should not be twice as big as the first dividend when two deposits had been made instead of one. This gave me a chance to explain that a life insurance dividend was not a dividend at all and that life insurance was really sold at net cost, and not at a profit. This led me up to the idea of trusteeship and I could show the policyholder that life insurance companies were really producing something for nothing.

### Should Always Boost the Existing Policies

"Have you ever tried to get your prospect to appreciate the policy he already has? Don't belittle it. If he believes he already has something valuable he will be more desirous of increasing its amount. Even if it is small, you can get it at its value by comparing it with nothing. For instance, if the policy which he has would leave his beneficiary



# BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Assets \$27,000,000

Insurance in Force over \$111,000,000

Issues up-to-date Policies, both Participating and Non-Participating, with Double Indemnity and Disability Benefits.

For many years the Bankers Life has had more insurance in force in its home state than any other company, and all of its business has been written by its own agents.

Thirty-nine years of successful and conservative management have resulted in financial statements and in dividends to policyholders unequalled in insurance history.

Having laid a foundation broad enough and strong enough for a building of any size, the Company is now ready to erect the superstructure.

If you wish to invest your time and energy where it will make the largest returns in money, satisfaction, peace of mind and pride in the institution you represent, it will pay you to investigate.

## LET THE BANKERS LIFE BE YOUR BANKER

OPPORTUNITIES ARE OPEN FOR PRODUCERS, GENERAL AGENTS AND SUPERVISORS IN THE FOLLOWING STATES:

PENNSYLVANIA  
UTAH  
IDAHO  
IOWA  
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SOUTH DAKOTA  
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only \$50 per month for a short time, show the policyholder what his beneficiary could do with that \$50 per month as compared with her circumstances if she had nothing.

"Now most of my sales took three interviews. I used to follow a slogan which I called my 'D A P' slogan—detect a need—adapt a service—present a solution. In the second interview I frequently used the blank interview system. I had interviewed Jones the first time. I had interviewed Smith the first time. I make out a proposition on paper to submit to Smith. Then I go to Jones and say, 'Jones, you know Smith, I understand he is a good friend of yours. I have prepared a proposition for him. I would like to know what you think of it.'

"Jones naturally voices his approval. Then I go over to Smith and tell him what Jones said about it and sell Smith. Then I go back to Jones and tell him that Smith bought this proposition and I sell Jones.

### Cautious on Inquiring as to Insurance Carried

"Here is another method of taking advantage of what a man already carries—income insurance. I never ask a man how much insurance he carries. Men are liars anyway—that is most of them are. Very often I found out that if I asked a man who had \$10,000 how much insurance he had he would tell me \$30,000 and then when I went back to sell him he wouldn't buy because he wouldn't write out an application where he had to put down the amount of insurance he already carried and prove himself a liar.

"Therefore, I adopted the plan of first presenting a proposition in terms of what it would do. When I would finish the prospect would say, 'How much does it cost?' Then I would say to him, 'How much have you now?' If he had \$20,000 and my proposition called for \$30,000 it was then an easy matter to sell him the additional \$10,000."

### Losses in Storm Districts

Life and accident companies expect to have considerable loss due to deaths in the hurricane district in Florida. The industrial companies were early on the scene to help the distressed. There is a considerable amount of weekly premium health and accident insurance written in Florida.

The Metropolitan Life announces that it will pay all industrial death claims on sight and will continue in force the policies of all those rendered destitute by the disaster, paying all claims on them in full except for deduction of premiums due. The company has also completed arrangements for turning over its extensive nursing and hospital facilities to the Red Cross for the benefit of the general public.

### Got Million for Building

Details of the 99-year lease executed by the executive council of the Woodmen of the World on its office building at Omaha to a private syndicate, filed with the Nebraska department, show that the consideration was a cash payment of \$1,000,000, plus an annual rental of \$44,000. The Woodmen of the World retains office space in the building, agreeing to pay a rental of \$112,788, the same as it charged itself under the old arrangements.

### Three Million in Three Days

More than \$1,000,000 of life insurance was written each day during a three-day campaign of the Central Life of Iowa. Roy H. Heartman, general sales manager, had charge of the campaign in commemoration of the third anniversary of the election of O. C. Miller as president of the company. The quota set by Mr. Heartman was \$3,000,000, a million a day for each year of Mr. Miller's service. Practically all of the business was secured in Iowa and Wisconsin.

### WILL VISIT ALL AGENCIES

Assistant Superintendents of Agencies of  
Northwestern Mutual to Cover  
Entire Country

MILWAUKEE, Sept. 23.—A visitation program has been worked out by the agency department of the Northwestern Mutual Life, whereby the four assistant superintendents of agencies will in the next nine months meet with every general agency of the company at different points throughout the country. The assistant superintendents are Myron Williams, John J. Hughes, J. P. Davies and W. Ray Chapman.

In the past the company has held one-day meetings with the general agencies and the itineraries were so arranged as to distances and conditions that as high as four meetings were held a week. The features of the new plan include a two-day meeting in each general agency. The four assistants from the home office will be in the field a considerable part of their time during the nine months, giving attention to the zones assigned to them. They will carry out a standardized or reasonably uniform program in each agency. The representatives of the agency department will be accompanied on their trips by representatives of the other departments of the company who will be selected according to the special need in each territory.

Agencies near the home office will be visited by M. J. Cleary, vice-president, and Charles H. Parsons, superintendent of territories, when it is convenient for them to do so.

The discussions to be taken up at each meeting will consist largely of the company policy in regard to life underwriting, and the things which the company believes in and will follow out. The central district as outlined in the program will consist of Ohio, Kentucky, Illinois, Michigan, Minnesota and Iowa. The eastern district to date includes New York and Pennsylvania. The balance of the country will be mapped into districts later.

### Turley Leads International

L. L. Turley of St. Louis has succeeded in dethroning Jack V. Keenan of Denver as the leading producer of paid-for business in the International Life's agency organization for the year 1926. Messrs. Keenan and Turley have had a great race the past few months. A. B. Cohen of Pennsylvania is in third place with Z. H. Hughes of St. Louis in fourth position.

## WANTED

A leading general agency, well established in Newark, N. J., has opening for agency organizer with salary and commission. Unusual opportunity for right party.

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More than 36,000 direct leads a year from Head Office lead service

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